

# VOGUE



BE  
GENT

CHRISTMAS GIFTS





WAMSUTTA



BOXED SETS



*At the Lowest Prices in 14 Years*



**THE** new reduced prices of Wamsutta sheets and pillow cases enable you to buy these lovely boxed gift sets for less than at any time in the last fourteen years.

Wamsutta Christmas sets are made up for single and double beds in several different combinations of sheets and pillow cases . . . and in pairs of pillow cases as well. You can have your choice of seven soft pastel shades either in solid colors or colored hems . . . or in plain white, of course.

Your favorite department store will show you these sets in beautiful, dignified gift boxes all ready for wrapping. You probably won't remember ever having bought genuine Wamsutta sheets and pillow cases at such low prices.

In colors as well as superlative quality you will find that Wamsutta sheets and

WAMSUTTA MILLS, New Bedford, Mass.  
NEW YORK SALES OFFICE, 180 Madison Ave.



pillow cases are perfectly matched with the newest styles and shades of North Star Blankets.

\* \* \* \*

And, by the way, you will find the new Wamsutta shirts and pajamas a source of inspiration for your selection of gifts for men. If the same department store hasn't them in stock, may we suggest that you write to Wilson Brothers, in Chicago, for the name of the nearest store that *has*.

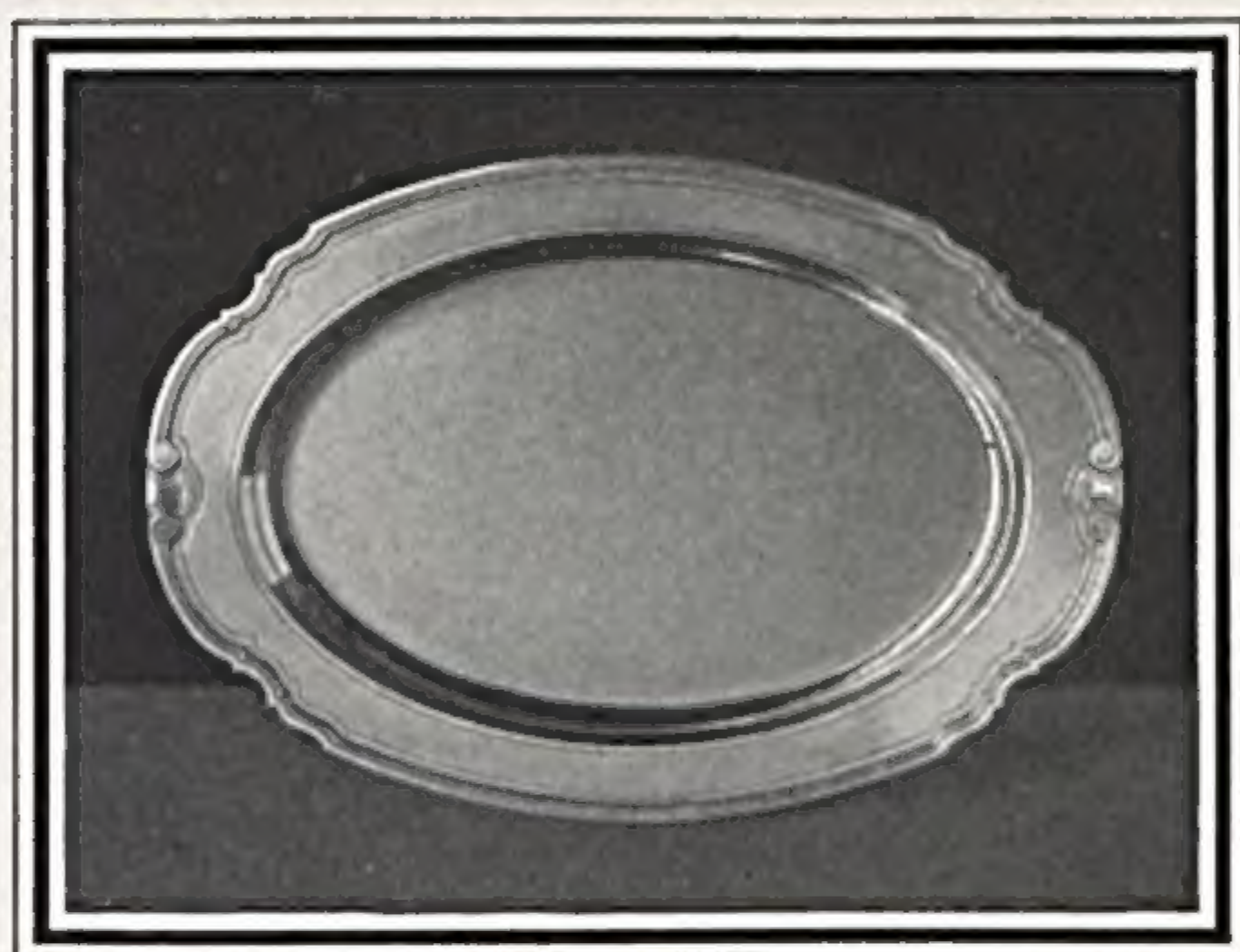
WAMSUTTA PERCALE

SHEETS & PILLOW CASES



# TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Silverware  
Made by Tiffany & Co.  
is Unobtainable Elsewhere*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK

PARIS      LONDON



(Carmen)



# BONWIT TELLER

FIFTH AVENUE  
AT 56<sup>th</sup> STREET

NEW YORK

PHILADELPHIA

PARIS

LONDON

*Snow . . .*  
and what  
to wear  
with it!

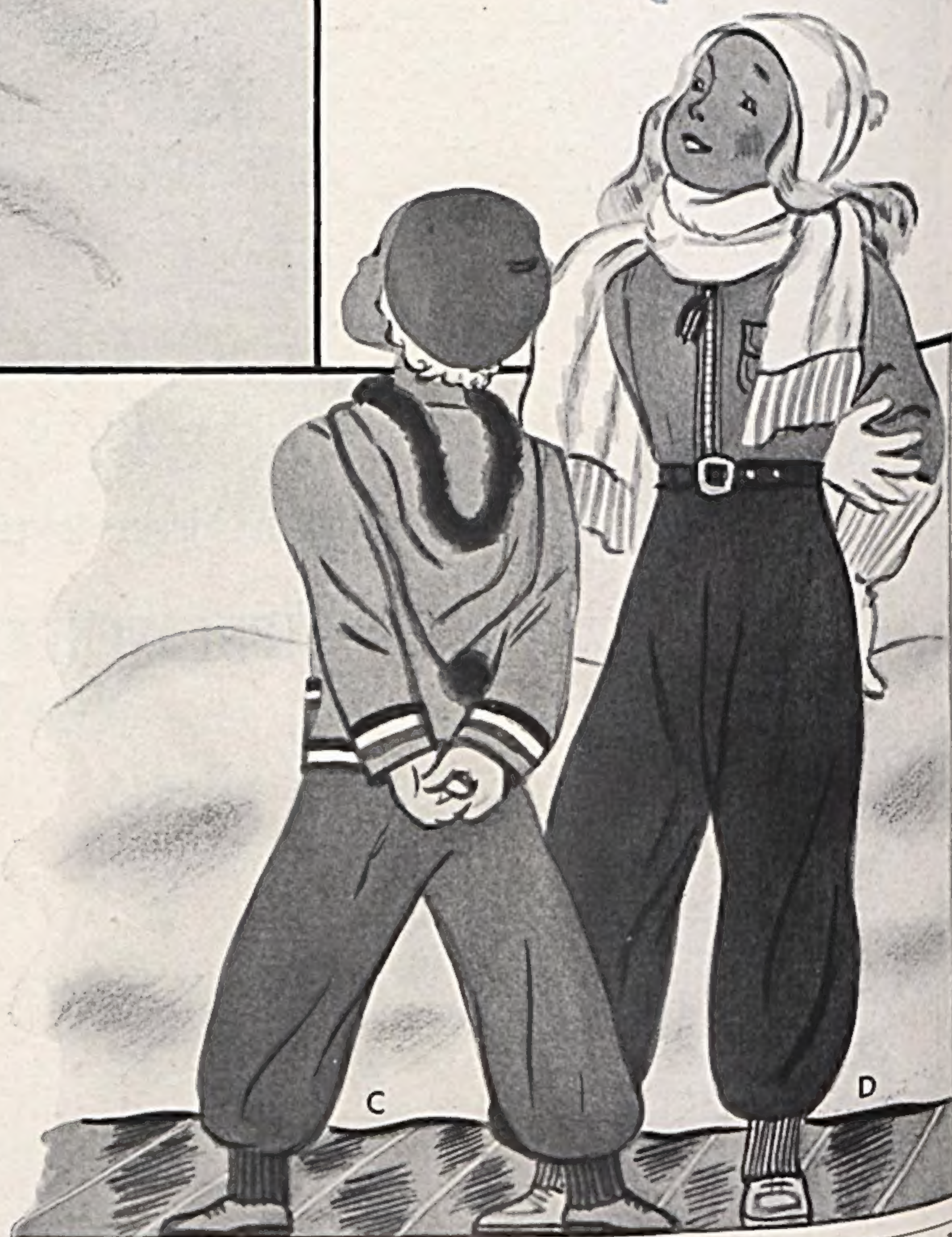
A Foursome of the Famous  
Bonwit Teller Skiing Suits for  
the Younger Sporting Bloods!

A . . . Blond Number One wears weather-proofed wool  
trousers, black, brown, or green. 7 to 16 yrs. 5.00  
Zipper jacket in green or orange...7 to 16 yrs. 6.95

B . . . Blond Number Two . . . weather-proofed wool  
pants, 3 to 12 yrs. . . . . 5.00  
Russian type jacket with metal buttons, red, rust,  
blue or green. 3 to 12 yrs. . . . . 5.00

C . . . Brother suit . . . pants. 3 to 6 yrs. . . . . 5.00  
Weather-proofed wool Esquimo-type jacket with hood,  
in bright blue with fur trimming. 3 to 6 yrs. . 8.95

D . . . One-piece weather-proofed wool skiing suit, navy  
with French blue, brown with rust. 3 to 6 yrs. 7.95  
Beret...1.25 Scarf...1.50 Wool Finger Gloves...1.25



Children's Clothes . . . Seventh Floor





# BONWIT TELLER

FIFTH AVENUE  
AT 56<sup>th</sup> STREET

NEW YORK

## High Life on a Low Budget In the Debutante Department

It fits the figure like a glove . . . a siren dress if ever there was one! Of crepe maresi, a semi-sheer fabric that drapes to perfection. (Left) 39.00

Another molded dress, of crepe silk, has a daring back and a skirt encircled with ruching . . . . . (Right) 49.00

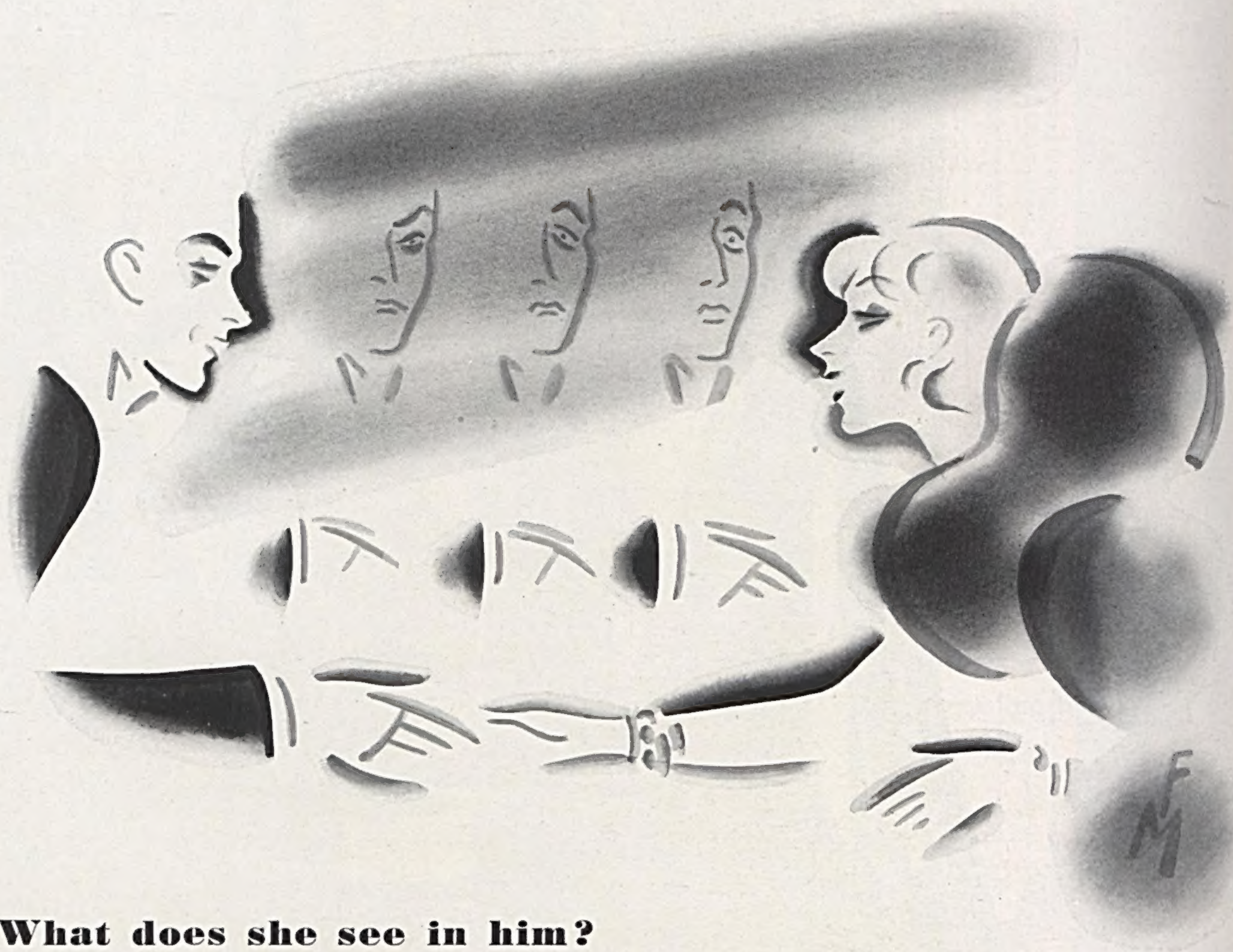
The long velvet wrap . . . luxurious looking, with a collar of fluffy white hare . . . . . (Center) 59.00

Debutante Department  
Seventh Floor

Sizes 11, 13, 15 and 17



**Lenthéric**  
 Parfumeur, 245, Rue Saint-Honoré  
*Paris*



### **What does she see in him?**

A gift of an initialed trifle that doesn't go with anything is no way to establish yourself permanently in the memory of a woman. Understanding men with playful or serious intentions know that a fine perfume reminds a girl of the donor everytime she uses it. They may be sure that they will be often remembered by giving a Lenthéric perfume. Lenthéric is the creator of Parfums *Lotus d'Or*, *Miracle*, *Asphodèle*, *Foret Vierge*, and *Au Fil de L'eau*, and a complete assortment of dressing table, bath and handbag requisites.

Featured at stores of distinction.

CHOSEN GIFT PRESENTATIONS IN ACCORDANCE WITH THE IMPORTANCE OF EVERY REQUIREMENT ARE A SPECIAL FEATURE OF THE LENTHÉRIC SALON, AT 58th STREET AND 5th AVENUE, NEW YORK



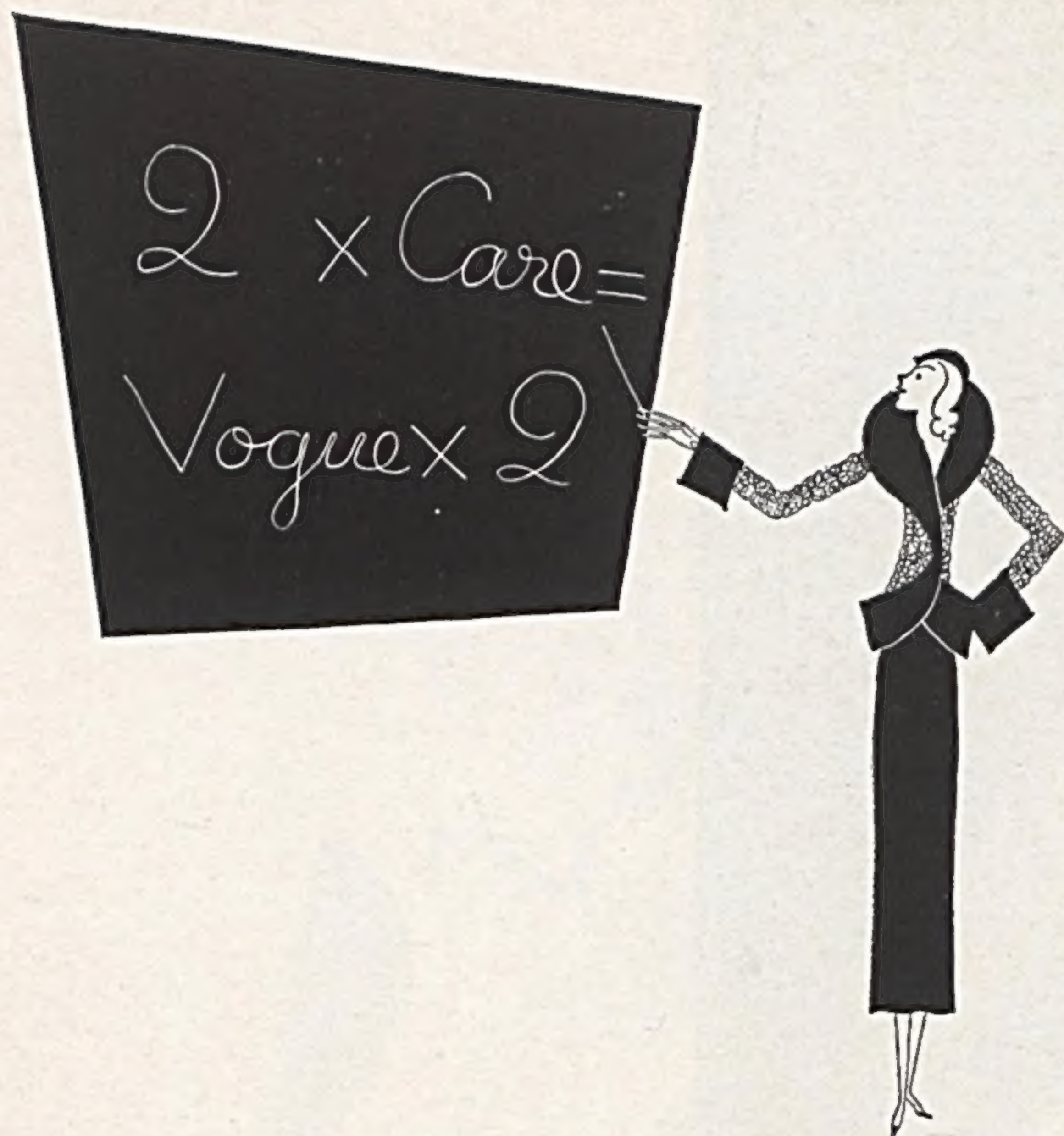


*"After  
Candle Light"*

— when plain women become attractive, attractive women beautiful, and beautiful women fatal—an evening gown by Henri Bendel completes the enchantment. To your order — or for immediate wear.

**Henri Bendel** Inc.  
Fifty-Seventh Street West  
New York City





**BUYING TWICE AS  
CAREFULLY?  
THEN YOU NEED VOGUE  
TWICE AS MUCH**

If you can afford mistakes, that's your affair. But if you can't afford mistakes, that's Vogue's affair. Like a good friend, Vogue never volunteers advice, yet it stands ready with good ideas whenever you need them. Use Vogue to help you stretch your sartorial budget to unbelievable lengths of smartness.

This stretching process becomes increasingly important if you are spending less money. That's when every bit must be absolutely *right*. If you go forth armed with Vogue, your shopping becomes

simpler and surer. You can select the truly smart from the pseudo-smart at the most casual glance. Your own good taste becomes absolutely infallible when it is aided and abetted by Vogue.

Do a little mental arithmetic. Add the cost of all your clothes over a two-year period. Include everything from hats to shoes and from corsets to furs. Then, from the total, subtract \$8. That's the cost of a two-year subscription to Vogue—48 colourful, crowded issues. Isn't that little enough to pay for Vogue's helpful panorama of beauty?

**2 YEARS (48 ISSUES) OF VOGUE • \$8**

VOGUE, THE CONDÉ NAST PUBLICATIONS, INC., GRAYBAR BUILDING, NEW YORK CITY

☐ Enclosed please find \$8.00 for two years (48) issues of Vogue ☐ Enclosed please find \$6.00 for one year (24) issues of Vogue

Name \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# Franklin Simon & Co.

A STORE OF INDIVIDUAL SHOPS  
FIFTH AVENUE NEW YORK

## GIVE GADGETS

● WE'RE LIVING IN THE GADGET AGE SO MAKE  
OUT YOUR CHRISTMAS LIST FROM THIS GADGET  
GROUP AND GAIN A REPUTATION FOR ORIGINALITY

GIFT 452—Electric chromium clock with a  
real onyx base. For man or woman, boy  
or girl... and for any room in the house.

10.75

GIFT 454—Enameled compact with sifter  
for loose powder; contains rouge too.  
Pastel colors.

3.95

GIFT 456—Lighter in white lacquer enamel  
with real coral or jade ornament.

12.00

GIFT 458—"Just a swallow" set... black  
glass tray, glass bottle and six glasses  
with sterling silver deposit. Complete set.

5.95

GIFT 460—Man's imported pigskin fitted  
case... soft and complete with six fittings;  
patent slide fastening.

7.95

GIFT 462—Combination cigarette and  
vanity case with real coral or jade orna-  
ment. Flips open, clicks closed.

25.00

GIFT 464—Imported Paris lacquer enamel  
vanity case... very flat but it unfolds like  
a pocket book. Contains mirror and com-  
partment for puff. White, black, red, green  
or blue.

4.95

GIFT 466—Lacquer enameled watch vanity  
contains small watch, rouge and powder.  
Black, red or pastels.

12.75

GIFT 468—For man or woman... boy or  
girl... sterling silver brush with concealed  
comb. Engine turned.

7.50

GIFT 470—Three-piece sterling silver mir-  
ror, comb and brush set; mirror is illustrated.  
Three-piece set

18.50

GIFT 472—Imported "Jumping" Hour  
Wrist Watch... tells the time at a  
glance in hours, minutes and seconds.

25.00

GIFT 474—Diamond and platinum  
baguette wrist watch with twenty-six  
diamonds. Seventeen jewel move-  
ment.

85.00

GIFT 476—Fourteen karat solid gold  
wrist watch with link filled bracelet.  
Seventeen jewel movement.

29.75

GIFT 478—Nugget Necklace of real  
stones... lapis, jade, carnelian,  
amethyst and rose quartz, aventurine,  
moss agate and smoky topaz.

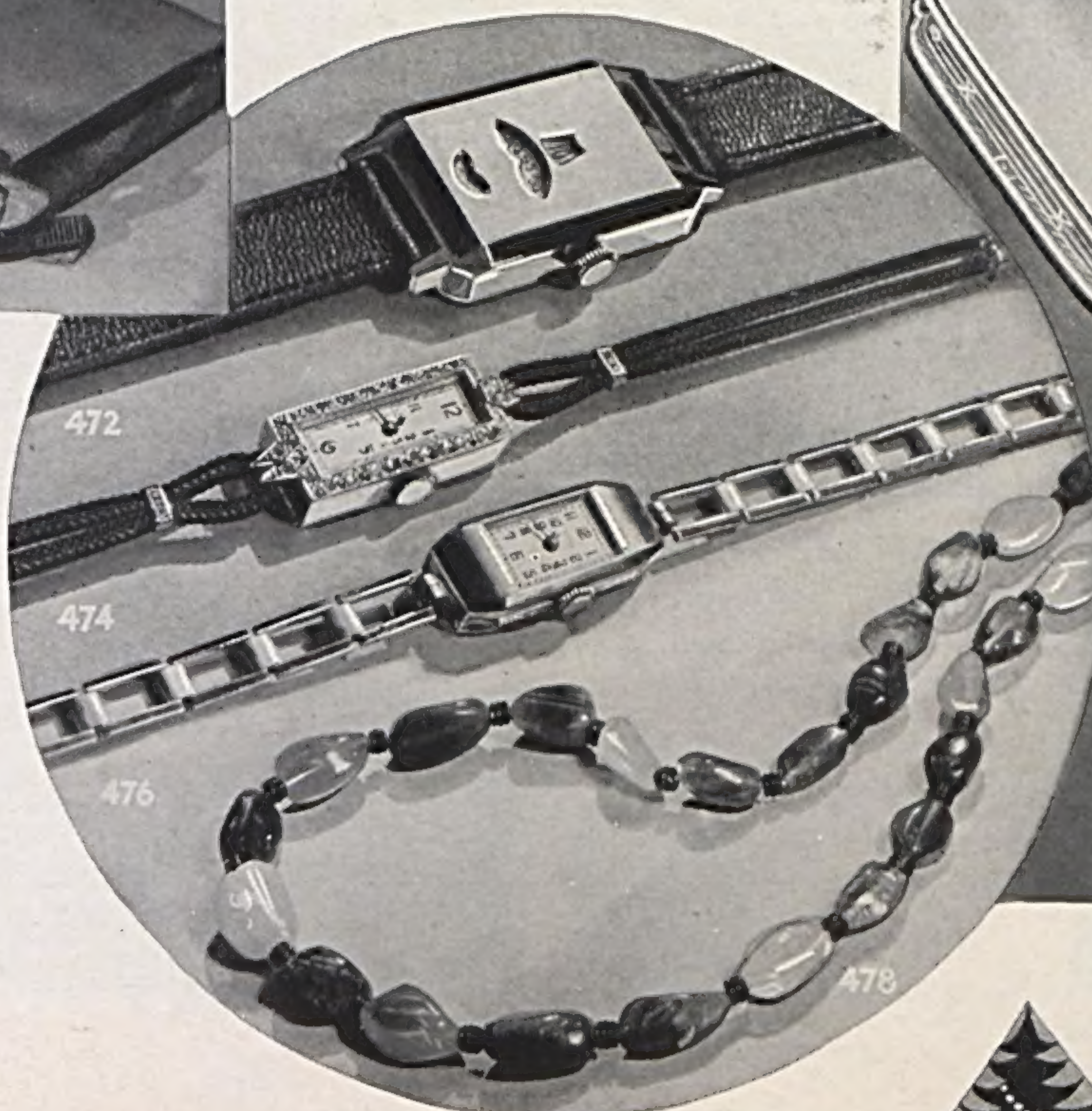
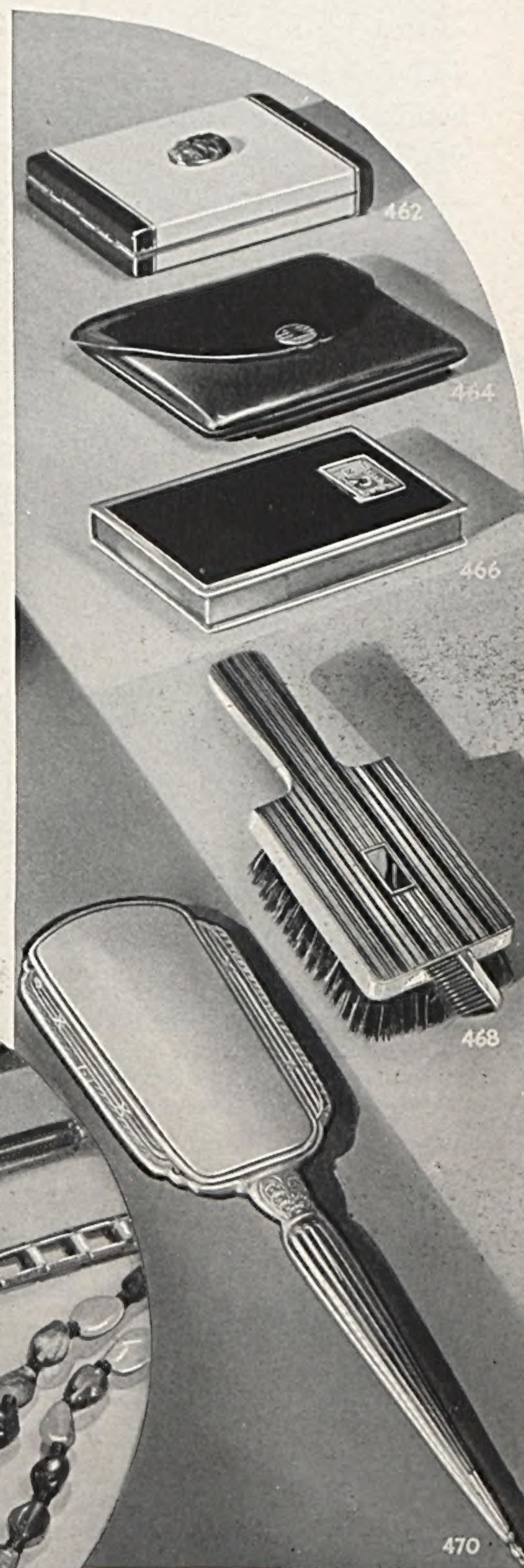
Choker necklace

3.95

Long necklace (illustrated)

7.50

INDIVIDUAL GIFT SHOP... STREET FLOOR





# CORRECT

**What's best for the horse and best for the rider, is best for the onlooker, too**

Gifts that earn lasting regard as well as instant admiration are the only kind of gifts you'll see at Hermès. Such certainty of having been created for a purpose—such obvious proof of having been made by honest hand craftsmanship of enduring materials—are evident, that "correctness" is the impression immediately conveyed.



Duchesse d'Uzès pack and hunting party departing from the "Château de Chantilly". The Duchesse's Hunt is completely outfitted by Hermès of Paris.



All Leather Clock, stitched in color to contrast; has metal hands.

"Gao", Hermès afternoon hand-knit Sweater, in knob stitch—centers its interest in belt with color contrast and leather button. Suit colors, \$38.



"Charmant"—has soft, pull-through scarf and sleeves that become colorful "bells" below the elbow. \$35. Beret—\$18.



"Smart"—Hermès hand-knit Sweater—created for afternoon town wear. It has wide revers, sleeves that frill, and gay color contrasts. \$38.

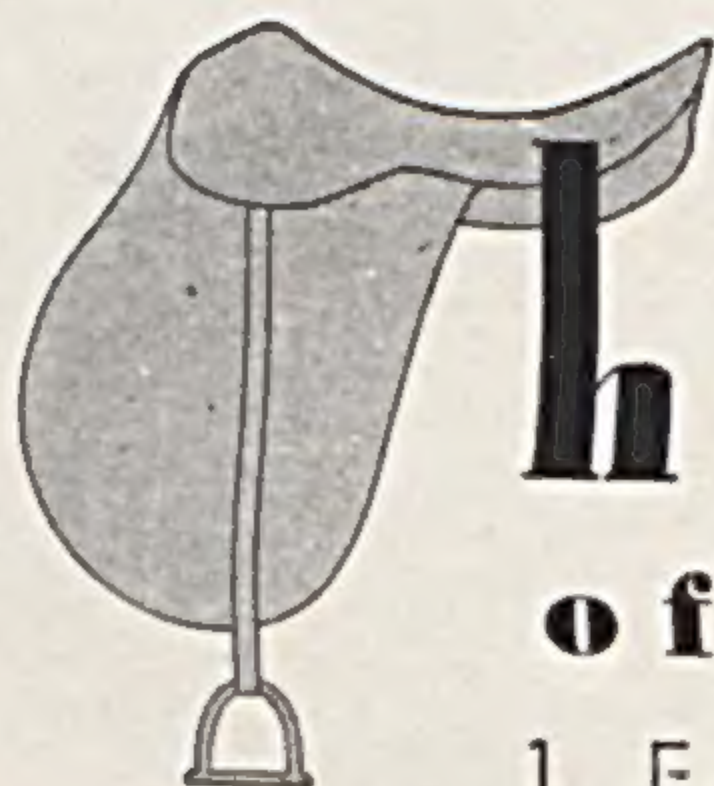


"Amazone"—a Hand Bag of box calf—is leather-lined and silver-buckled. \$48.

Hunting Case of tan cowhide—with polished metal sandwich case and flask. \$23.



Engagement Books—with calendar for two years, pages for addresses, telephone numbers, hourly appointments; also space for cards. Various colored leathers, \$9.50 up



SADDLER

**hermès**  
of PARIS, inc.

1 EAST 53rd STREET, NEW YORK  
24 FAUBOURG ST. HONORÉ, PARIS







**GOLFLEX**



**TRIM WOOLEN, BEFORE NOON . . .  
TWO-TONE SILK, FOR AFTERNOON**

● Strict, woolen things are nicest for starting the day smartly. Wide-wale corduroy-knit composes this runabout frock (above). Straight-from-the-shoulder sleeves, saucer-like steel buttons that close the blouse, lend it that clean-cut, tailored look. Yankee blue, Persian rose, Persian green, purple, Autumn brown . . . . . \$29.50

● A light yoke, light-topped, elbow-full sleeves, a dash of color looped through curtain ring disks at the belt touch becoming contrasts in this Canton afternoon frock (left). Black with lime, navy with Copenhagen, wine with eggshell, green with eggshell, brown with Persian rose . . . . \$29.50

● Created and distributed in the U. S. by Wilkin-Malito, Inc., 500 Seventh Avenue, New York City and in Canada by Gould Samuel & Co., Ltd., Montreal. Sold by all Golflex dealers. Featured by

**THE TAILORED WOMAN**

632 Fifth Avenue, New York

750 North Michigan Avenue, Chicago





Step out of time-worn gift grooves—surprise a man with one of the half-dozen handsome Coty Sets—\$1. to \$5. Each is just what a man would buy for himself! The set above is \$2.

It looks as though it might hold crown jewels—this "custom-tailored" Beauty Kit by Coty with creams, lotion, tissues, mirror. C-2 for dry skin; C-3 for normal or slightly oily skin. \$2.50.

No one ever gave her this before! Coty just created this gift duet of Toilet Water with shaker top—a shower of fragrance—and Face Powder perfumed to match. The Set is \$2.

Browning's man had two sides—one for the world; another for the woman he loved. But modern woman is a quintette of entities! For her is this "Diademe" of five precious Coty odeurs—\$10.

## B R I G H T   N E W   A N S W E R S   T O

# Gifts

Give yourself the thrill of making many people happy this season—send Coty Gifts that add glamor to life! Nothing is quite so heart-stirring as a gift of Coty Parfum. The sparkling essences—in even the purse-flacons at one dollar—carry a debonair luxuriousness that is the very spirit of true giving—a flattering recognition of every woman's love of beauty, secret or expressed.





To make her bath luxurious—Coty evolved this generous flacon of Bath Salts with Dusting Powder to harmonize—in the best-loved fragrances—L'Aimant, "Paris", Chypre, L'Origan,—\$3.

A chic woman will treasure this slim, flat purse ensemble—Single Compact, Gitanne Lipstick, and Extract. Their matching, platinum-tone, crested cases harmonize with any costume. \$4.50.

If she's a golden girl—she'll love amber-toned "L'Aimant", Coty's new Parfum of individuality—\$5. If she loves splendor—then Coty's "L'Origan" is for her. In "Obelisque" flacon, \$5.

If she is smart to her finger-tips—send this new Coty Travel Manicure Kit. Compact, slim, efficient, it holds every dainty aid to the perfumed manicure—\$3.50. Other Sets, \$3. to \$5.



## THE OLD GIFT PROBLEM

Consider all the bright Gifts Coty has created! Tiny boxes, to be "dressed-up" in gay wrappings; memory-haunting "important" gifts of magic essences in sparkling crystal—to win her year-long adoration! Gala Sets for Men, too; the fine Coty quality wins their respect. So easy to choose! No need to know "her" size or "his" size; no danger of monotony! Scores and scores more, at smart shops—\$1. to \$25.

*Coty*



# Sympathy will not feed them

**... ONLY MONEY CAN HELP  
THESE STARVING CHILDREN**

Of course you feel desperately sorry for the thousands of children all over the world who are actually wasting away for want of food. Your heart aches when you compare them with the well-fed, well-cared-for children around you. *But what do you do about it?*



This is an appeal for funds. Send a little, if that is all you can spare. Send a lot, if you can possibly afford it. And, when you are writing your check, say to yourself—every dollar I send will help to save a life.

**GIVE AS YOU  
LIVE . . .  
GENEROUSLY**

## GOLDEN RULE WEEK

The donor may designate his gift for any philanthropy in which he is especially interested and one hundred cents of every dollar will go as designated—none for expenses. Undesignated gifts will be allocated by the Survey Committee after careful investigation to meet the most acute needs through the most efficient agencies.

THE GOLDEN RULE FOUNDATION  
Lincoln Building, 60 East 42 Street  
New York, N. Y.

Enclosed find \$.....to be used in meeting  
the needs of suffering humanity.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Designated for \_\_\_\_\_





# XMAS GIFTS IN CHAMPAGNE BOTTLES

There's no charge for corkage on Peck & Peck's gifts packed in imported Champagne bottles. And the contents themselves! The fairest hosiery, scarfs, sweaters, socks and hundreds of other good things are guaranteed to intoxicate with delight the male or female recipient. Peck & Peck Champagne gifts are the spirited way to say "Merry Christmas!"



TRADE MARK

## Champagne Cocktails for the Ladies QUARTS

Take one new Mariner's Shirt and shake well with bracelet of wood and catalan and a little wooden dog pin . \$8

### PINTS

Three pairs of "Tango Lace" silk stockings . . . \$8.85  
One knitted cap and matching scarf in stunning plaids \$7.50. The same in stripes or flected chenille . \$9.50.

## Champagne Cocktails for Gentlemen QUARTS

Take three pairs of evening socks of pure silk and add embroidered clocks to each . . . . . \$7.50

### PINTS

One pair of imported ribbed wool socks with embroidered clocks at \$3 and a dashing tie at \$2.50 . \$5.50  
One bright Cashmere Muffler . . . . . \$5



# PECK & PECK

FIFTH AVENUE, NEW YORK

WHITE PLAINS    CHICAGO    BOSTON    NORTHAMPTON    DETROIT    MINNEAPOLIS    ST. LOUIS    PHILADELPHIA



# The smartest things in the Christmas shops are



**1** Ladies' traveling set, containing eight fittings of modernistic design. Talon Slide Fastener on three sides so it may be opened flat.

**3** Compact motor umbrella in Talon-fastened mohair case. Has snap straps on back by which it may be fastened to robe rail out of the way.

**5** Traveler's bridge kit of flexible leather. Made in assorted colors. Talon-fastened. Contains 2 decks of cards, score pad and pencil.

**7** Talon-fastened soft envelope handbag of dull pin seal-trimmed with sterling silver marcasite ornament. Handy and "safe as a safe."

**2** Traveling or desk comb-and-brush set for men, in a Talon-fastened case of brown or tan genuine cowhide. Military brush is backed with real ebony.

**4** Talon-tight tobacco pouch of heavy grain calf. Rubber-lined. "Ears" at each end of top give the fingers a good hold when opening or closing the pouch.

**6** Unique bridge set in Talon-fastened case of Italian Florentine leather with fabrikoid lining. Contains two decks of cards, pad, table brush and pencil.

**8** Evening bag covered with imitation pearl beads. Silk lining. A Talon Fastener completes the trim daintiness of a perfect and practical party accessory.

*Protects treasured trifles in your HANDBAG*

•No accidental spilling or loss from a Talon safety pocket—it's sealed shut—yet it will always open easily when you want it to!

**TALON**



# TALON-TIGHT



If you give the gifts you hope someone else will think to give you, nine out of ten will have a slide fastened opening—for who, in this day and age, wants to be bothered with buttons or snaps or hooks or straps or other such old-fashioned fastenings? • And the cleverest and finest, of course, will be Talon-tight—and the name “Talon” will be stamped on the slider. • For “Talon” marks merchandise equipped with the slide fastener that will not rust, jam or stick—the slide fastener that always works. Just be certain that the name “Talon” always appears on slider.

HOOKLESS FASTENER COMPANY, MEADVILLE, PA.  
NEW YORK • BOSTON • PHILADELPHIA • CHICAGO  
LOS ANGELES • SAN FRANCISCO • SEATTLE



**9** Brown suede handbag with curved Talon across top of bow. The top is edged with bronze kid with gold underlay. Also obtainable in black suede.

**10** Convenient key case with Talon Slide Fastener in the back. Opening the fastener slides the keys out of the top of the case, closing it draws them back in again.

**11** Talon-tight top-grain cowhide case in brown or tan, having waterproof lining and containing two real ebony-backed military brushes and comb.

**12** Men's silk umbrella with Talon-fastened calfskin case which folds flat for carrying in pocket. Case has onyx ferrule to add a swagger touch.

**13** Roomy Talon-tight traveling bag in russet, brown, or black. Opens square to give easy access to contents. Square bottom to keep things neat.

**14** Talon-fastened Family Sport Bag in hand-boarded cowhide, pigskin, and shark grain cowhide or arctic seal. Lightweight, rugged and spacious.

**15** Talon-fastened overnight bag of russet brown or black leather. Three roomy compartments. Lightweight—easy to open, easy to seal closed.

**16** Shopping bag of genuine shrunken pigskin. Talon Slide Fastener seals it tight or gives ready access to moire-lined interior. Size 13" wide by 9" deep.

**17** Sport bag made in buffalo, brown and black shark cowhide. Closed with Talon Slide Fastener, lock and key. Patent springs hold bag's shape.

**18** Fully equipped men's toilet case with Talon Fastener on three sides, permitting it to open flat. Made in pigskin, ostrich and black or brown cowhide.

THE SLIDE FASTENER THAT ALWAYS WORKS



# A Winter's Tale...with touches of local color

• Janet likes the three shades of blue in the blouse. The collar has a talon fastening, and there's ribbing at cuffs and waist. It comes in three greens, too, or three reds, and so on. The price is about \$9. (No. A309.) The Norwegian trousers have ribbed cuffs, elastic at the waist and a talon slide fastener. In navy or other colors, \$8.50. (No. A334.)

• Monty abhors fussiness, which is probably why he likes this windbreaker. It's lined throughout, ribbed at waist and cuffs, and fastened at every possible point with a talon. In all snow-suit colors, \$15. (No. A492.) The trousers, with belt loops and ribbed cuffs, are about \$9.50. (No. A490.)

• Alix fell for the ribbed turtle neck, the V incrustation, and the patch pocket. Her suit is in burnt orange and navy, with navy trousers like Janet's, but copper and autumn brown make an equally good combination. And if those aren't your best colors, try scarlet and black or two greens. The blouse is about \$10.50. (No. A313.)



THIS is a story of the frozen North: of Canada and Lake Placid; the Bernese Alps and the Engadine. And of what to wear when you get there . . . if you want to be accepted! • For whether you ski at Saint Moritz or merely toboggan at Mürren, you realize that snow clothes are either absolutely right, or pretty hopelessly wrong. Bradley, as you'd expect, concentrates on the right kind. • First, they're practical. Dark colors, that won't show the tumbles. Simple lines, to avoid that eighth deadly sin of overdressing. Roominess and warmth, and just enough gayety in scarfs and gloves and socks. But they're becoming, too . . . for you must be decorative, even when you're being very capable. • And if you expect to be in Placid for the Olympic games, you'll need Bradley dresses and sweaters, too. Smart knitted things that can be put on in the morning and worn until after tea, no matter where you're going. Good-looking and warm . . . for those who prefer not to freeze to death. • So, please, before you make reservations on the Arctic Express, drop into some good store to see these winter Bradleys. You'll find them very nice. . . . The Bradley Knitting Company, Delavan, Wisconsin.

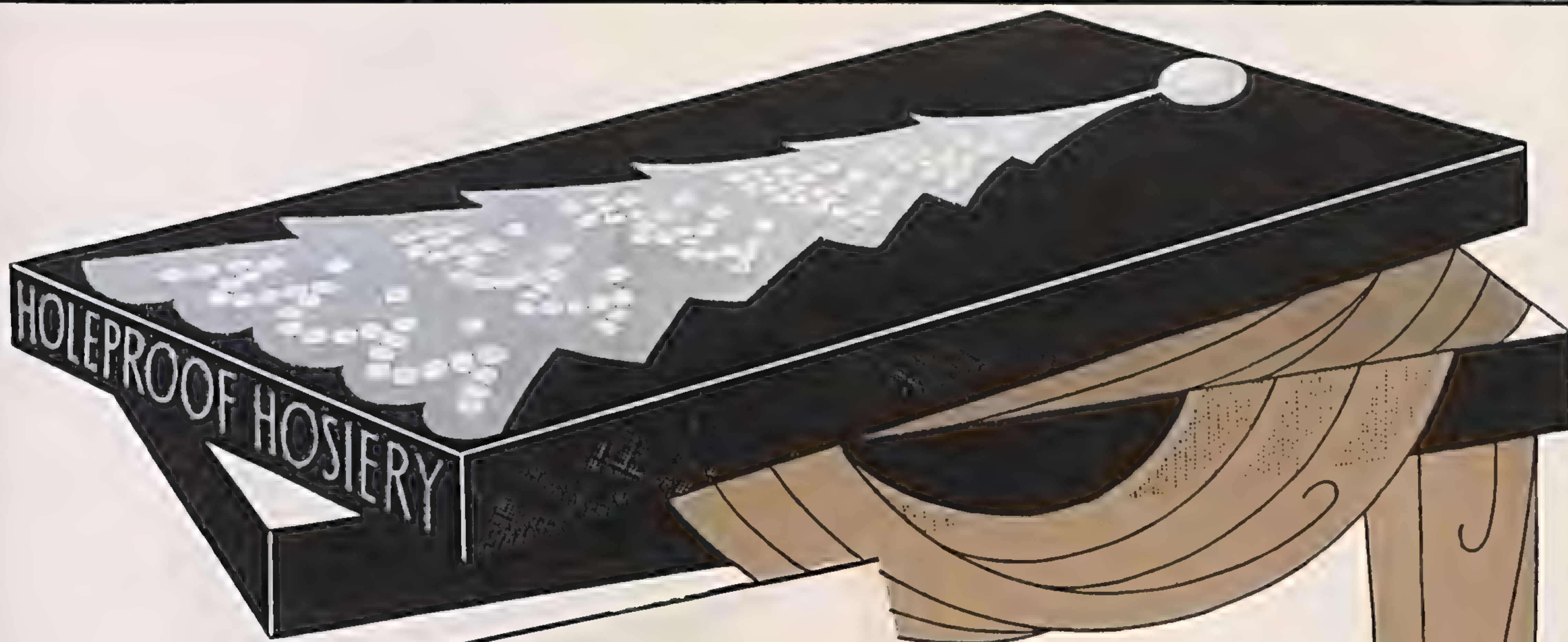
**B R A D L E Y**  
SLIP INTO A BRADLEY AND OUT-OF-DOORS

## A tip for Ol' Man Santa Claus



A ski suit for a child. Wouldn't he (or she) adore it? Bradley has one, complete to socks, gloves, and cap. For boarding school nieces and prep school nephews, a Bradley sweater blouse or a vest. For friends in your own circle, a windbreaker jacket, or a set of scarf, cap, gloves and socks in a brilliant color. Really, there's a Bradley gift for almost every one you know.





*Fashion Merchandising Counsel*

HOLEPROOF HOSIERY COMPANY  
1107 BROADWAY - NEW YORK

Christmas 1931.

Dear Vogue Reader:

Christmas gifts should be lovely ... intimate ... in good taste. But this year they must have an additional virtue - practicality.

It is this combination of beauty, color correctness and durability which makes Holeproof Hosiery, in the charming Erté Christmas Box, the ideal gift.

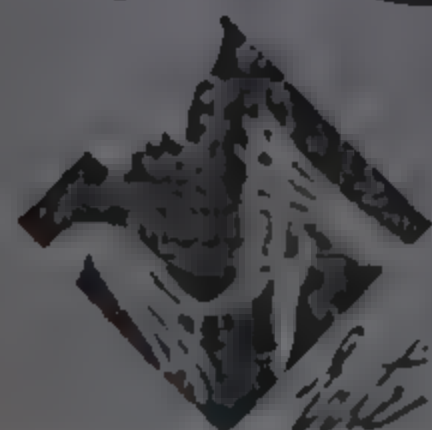
There are many gifts a woman might like, but one that you can be sure she will be delighted with, is Holeproof Hosiery.

Sincerely yours,

*Gladys Sutphen Kiplinger*

Copyright H. H. Co.

HOLEPROOF  
HOSIERY







The fine tradition of quality is beautifully expressed in this charming coat of Sable Brown . . . . one of the very important new shades of the season, found, as usual, exclusively in Forstmann Woolens. Good stores everywhere are again emphasizing the supremacy of Forstmann Woolens because, more than ever, fine fabrics and deep, rich colors are the very essence of the mode.

FORSTMANN



WOOLENS

*Forstmann & Huffman Company, Passaic, N. J.: Sales Headquarters, Julius Forstmann Corp., 200 Madison Ave., New York*





TAILORED  
TOWN  
FOOTWEAR

Color, that may be repeated in the hat or jewelry, is used for contrasting piping along the moulding side tucks of this Walk-Over tailored oxford. Jade piping on shoe of black pin seal and kid. Yellow piping on brown ecr  and kid. Steel blue piping on dark blue kid and ecr . All-over brown or black kid. Each priced at \$10.50. The new heel height permits the essential regal carriage.



WALK · OVER



510 FIFTH AVENUE

PARIS: 21 Boulevard des Capucines LONDON: 372 Oxford St., W. 1.



# There's Something New in the world of

## LEATHER WARES



—for *YOU*

—it's the *LaGarde Bag* by Rolfs

Finest leathers, finest styling go into these new Rolfs-LaGarde handbags. They're made by Rolfs, Inc., creators of fine leather wares. You'll be charmed with their swanky outward appearance—but you'll be utterly intrigued with their interiors. Luxurious linings. Capacious and convenient places for all the little things one tucks away into a bag. Some have hidden pockets and patented expanding talon compartments! Just the thing for valuables—or objects you don't care to have seen every time your bag is opened. (Bag shown, black or brown calf, \$7.50.)



—and *YOU*

—it's the Rolfs "*Hide-a-Way*" Billfold

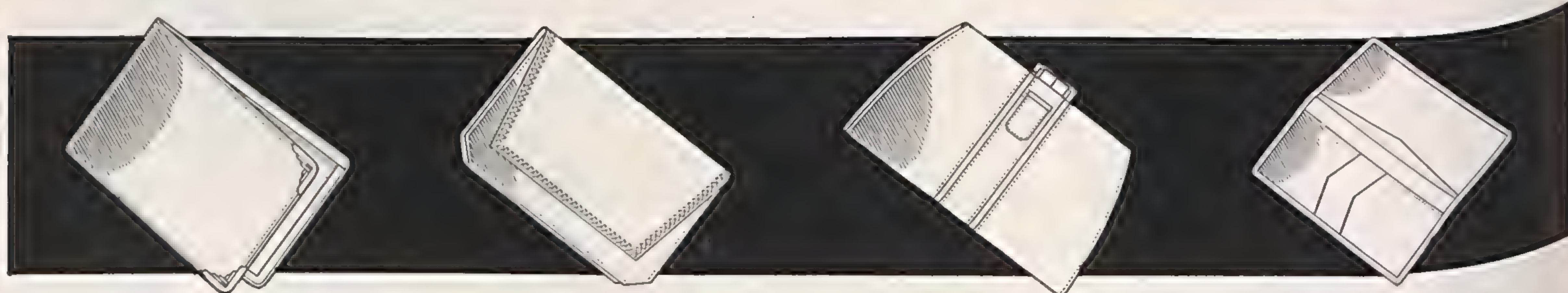
The new Rolfs "*Hide-a-Way*" billfold for men is something a lot of you have been looking for—especially if your wallet houses quite an amount of currency at times. It has a neatly camouflaged interior which safeguards bills of large denomination—those fifty, hundred, and one thousand dollar notes. The "*Hide-*

*a-Way*" is one of several new Rolfs leather creations for men, each distinctively new and newly distinctive for some smart feature. In genuine alligator it sells at \$10.00. Other articles, both men's and women's, shown below.

*Rolfs* INC.

330 FIFTH AVENUE, NEW YORK CITY

19 BOULEVARD MALESHERBES, PARIS



For men who dislike bulging hip pockets—the thinnest billfold in the world. It's the new Rolfs "*Real-Thin*" billfold. ....\$7.50

A bag like this adds smartness to the fall ensemble. Zipper compartment for "spillable" articles. Black Morocco, woven edges ....\$7.50

Smart curved lines and paucity of ornament make this bag extremely chic. Compactly convenient inside. Brown calf. ....\$10.00

Very English is this new idea in billfolds—it fits into your coat pocket, with room for currency, cards, tickets, etc. ....\$5.00

SEE THESE NEW LEATHER GOODS IDEAS AT BETTER STORES



# Jay-Thorpe

FIFTY-SEVENTH STREET, WEST . . NEW YORK

**Sophisticated Gifts** — for people who have been everywhere, seen everything! Luxuries, but not expensive ones. Charming things that — like all Jay-Thorpe gifts, from the smallest vanity to the large French volumes that conceal a backgammon set — carry with them the flattery of chic and sophisticated taste! May we send you our Index of other Jay-Thorpe Christmas gifts? It includes many smart suggestions.



1. New Lalique vase, snowbird design, 15.00

2. Liqueur set, in old-time leather chest 12.75

3. Cigarette box in leather book set, 7.75

4. The enamel vanity with inset watch. Black, red, green, white, 14.50



5. Glass shaker with favorite recipes, 13.75

6. Cocktail tray with 35 expert recipes, 2.50

7. French antique book backgammon set, 10.75

8. Chic Jaytho perfume 7.50 and 15.00 . . Also new small size . . 3.75



Photographed  
by the  
"3"



# FOUR SURE CURES FOR GIFTOPHOBIA\*

SEND VOGUE to every chic woman you know. If she only thinks she's chic, better make it a two-year subscription.

SEND VANITY FAIR to anyone who has a reflex when you slap his (or her) mental knee-cap. No reflex? Send a wreath.

SEND HOUSE & GARDEN to everyone you know—unless you suspect that they have gypsy blood. Then send a tent.

SEND THE AMERICAN GOLFER to anyone who owns a niblick, unless he (or she) uses it to retrieve ping pong balls.

Here are quick cures for Giftophobia.\* When you have this disease, your best friends don't have to tell you. You know it. You jitter at the sight of a gift-list. You have spots before the eyes and pains in the checkbook. You're a wreck generally. Then control yourself. Sit down quietly, take two deep breaths, and study the suggestions above. If there's anyone on your list who isn't a candidate for at least one of these subscriptions, may we suggest a cup of coffee and a pistol?

\*Giftophobia—a disease that runs rampant between December 1st and December 24th. One scientist thinks it is caused by a plethora of relatives. Another attributes it to the pollen of the holly berry. But, whatever the cause, more and more people are taking the cure. All you need is one fountain pen, applied to the coupon so obligingly placed below.

VOGUE · 24 issues · \$6

VANITY FAIR · 12 issues · \$4

HOUSE & GARDEN · 12 issues · \$4

THE AMERICAN GOLFER · 12 issues · \$3

THE CONDÉ NAST PUBLICATIONS, INC.  
GRAYBAR BUILDING, NEW YORK

Please enter the Gift Subscriptions listed opposite. I enclose \$\_\_\_\_\_. I understand that you will send Christmas gift cards to the recipients.

DONOR'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

MAGAZINE \_\_\_\_\_ PRICE \_\_\_\_\_

SEND TO \_\_\_\_\_

ADDRESS \_\_\_\_\_

MAGAZINE \_\_\_\_\_ PRICE \_\_\_\_\_

SEND TO \_\_\_\_\_

ADDRESS \_\_\_\_\_



VOGUE'S SCHOOL DIRECTORY

GIRLS' SCHOOLS

**SCOVILLE SCHOOL**  
College Preparatory, Secretarial, Music and Art Courses, Day and Resident Students.  
Elizabeth Gordon Atwood, Principals  
Emingham Crane  
1006 Fifth Avenue, New York City

**SCUDDER SCHOOL**  
For girls. Approved and chartered by Regents. High school and college preparatory. Secretarial and executive training. Social service course including supervised field work. Day and boarding. Catalog. Miss V. G. Scudder, 66 Fifth Ave., New York City

**SEMPLE SCHOOL**  
Resident and Day. Postgraduate. College Preparatory and Special Courses. Art, Music, Dramatic Art, Secretarial, Domestic Science, Country Estate for Outdoor Sports. 32nd Year. Mrs. T. Darrington Semple, Prin., 351 Riverside Drive, New York City

**THE FINCH SCHOOL**  
Resident and Day School offering two-year elective Post Graduate Course to girls of college age. Affiliated School in Paris. Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City

**GARDNER SCHOOL**  
11 East 51st Street, New York City  
College preparatory, academic, secretarial, junior college courses. Music. Outdoor sports. 75th year.

**ELM LEA**  
*A School for Older Girls*  
Intensive work in Drama, Playwriting, Voice and Speech, Painting, Modeling, Music, Poetry, Eurythmy, History of Art.  
Winter term in New York City.  
Katherine Jewell Everts  
Elizabeth Fay Whitney  
Adele Lathrop  
New Weston Hotel  
Madison Ave. & 50th St.  
N. Y. C.

**The Castle**  
Box 4121, Tarrytown-on-Hudson, N.Y.  
The Mason School for Girls.  
Junior College, College Preparatory, Vocational Courses.

**MARYMOUNT** Tarrytown-on-Hudson  
College for Women  
Castle Ridge  
Four-Year College, Two-Years Finishing, Secretarial, Dom. Sci., etc. Branches 5th Ave., N.Y.C.; Paris; Rome. For catalogues write Rev. Mother.

**BRIARCLIFF**  
General, College Preparatory, and Junior College Courses. Riding, Golf, Swimming Pool, Briarcliff School, Box V, Briarcliff Manor, N.Y.

**BRANTWOOD HALL**  
GRADUATES found in leading colleges for women; general courses. Fortunate location, ideal environment, all outdoor sports.  
Lawrence Park  
Bronxville, New York

**Cathedral School of Saint Mary**  
College Preparatory and General Courses.  
Right Reverend Ernest M. Stires, Pres.  
of Board, Miriam A. Bytel, Principal.  
Garden City, Long Island, New York

**MISS BEARD'S SCHOOL**  
A COMPLETE EDUCATIONAL PROGRAM FOR GIRLS  
ORANGE, N. J.

**HOWE-MAROT**  
COLLEGE PREPARATORY  
For Leading Women's Colleges  
Two year  
**Marot Junior College** College Course  
MARY L. MAROT, Principal, Thompson, Conn.

**HILLSIDE**  
For girls. College preparatory, one-year intensive re-  
new, general high school courses, Cultural-secretarial, music, art, dramatics, crafts. Near New York. Gym. Outdoor sports. Separate Junior School. Catalogs. Secretary, Hillside School, Box V, Norwalk, Conn.

**Weylister**  
2-year college and secretarial for young women. Special course for college graduates. Mrs. Marian W. Skinner, M.A., Miss Louise H. Scott, Box D, Milford, Conn.

**LOW-HEYWOOD**  
On the Sound—At Shippan Point  
Preparatory to the Leading Colleges for Women. Also School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

GIRLS' SCHOOLS

**The KNOX School for Girls**  
COOPERSTOWN, N. Y.  
*A School of American Ideals in a Country of American Traditions*  
College preparatory. Also prepares for admission to college with advanced standing. Comprehensive business, household arts, music, fine arts courses. Accredited. Unusual health program. Outdoor sports. Catalog.  
Mrs. Russell Houghton, Box V, Cooperstown, N. Y.

GIRLS' SCHOOLS

**THE MARY LYON SCHOOL** Box 1509 Swarthmore, Pa.  
OUTSTANDING preparation for college; general courses stressing Dramatics and Art. High standards, progressive methods, superior equipment. All sports. Advantages of Philadelphia. Willdeliff, two-year graduate school. Music, art, dramatics, homemaking, secretarialship. Write for catalog desired.  
Mr. and Mrs. H. M. Christ Principals

GIRLS' SCHOOLS

**HARCUM SCHOOL**  
COLLEGE PREPARATORY, general academic. Certificate privileges. Separate building for graduate school. Music, art, secretarial courses. Near Phila. Riding. Catalog. Edith Harcum, B.L., Head of School, Maud van Woy, B.A., Prin., Box V, Bryn Mawr, Pa.

**Penn Hall for Girls**  
Accredited. College Preparatory school. Junior College. All Special courses. Conservatory. Part of May at Ocean City. Sports. Riding. Fireproof buildings. Connecting baths. Catalog: Box V, Chambersburg, Pa.

**OGONTZ SCHOOL FOR GIRLS** near PHILADELPHIA  
TRADITIONAL grace of finishing school with educational thoroughness. Junior college. General courses. College preparation. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P. O., Pa.

Birmingham

School for girls. College preparatory, general courses. Certificate privileges. Music, art, home economics. Riding, pool. Established 1853. Catalog. Alvan R. Grier, Litt.D., Pres., Box 611, Birmingham, Pa.

HIGHLAND HALL

For girls. College preparatory, general, post-graduate courses. Music, Art, Domestic Science, Secretarial, Sports.  
Callie Barksdale Gaines, A.M., Principal  
Box 712  
Hollidaysburg, Pa.

**STONELEIGH PROSPECT HILL**  
Preparatory and Junior College Courses. Studios for Music, Arts, Dramatics. Fireproof building. 150 acres. ISABEL CRESSLER, CAROLINE SUMNER, GREENFIELD, MASS.

PINE MANOR A JUNIOR COLLEGE

For the Graduates of the Leading Preparatory Schools  
Home-Making and Academic Courses.  
French Home Center  
Music and Drama School  
Address: Miss Helen Temple Cooke  
Box C, Wellesley, Mass.

Rogers Hall

College preparatory, Junior College courses for girls. Music, art, dramatic art, home economics, secretarial training. Near Boston. Pool, sports. Catalogue. Miss Olive Sewall Parsons, Fort Hill Park, Lowell, Mass.

**The Mary A Burnham**  
School for Girls. Opposite Smith College campus. Est. 1877. College Preparatory and Special courses. Also One Year Intensive College Preparation. Miss Climens L. Judd, Prin. Box V, Northampton, Mass.

**WALNUT HILL** School for Girls  
ESTABLISHED 1895  
Preparation for all colleges. 50-acre campus. New gymnasium, 17 miles from Boston. Address Miss Bigelow, 14 Highland St., Natick, Mass.

**BROAD OAK**  
For Northern girls 12-19. European atmosphere. Southern climate permits outdoor classes. Golf, Riding, Swimming. Excellent Health Record. Girls accepted at any time.  
Mabel V. Worthington, The Hill, Augusta, Ga.

**WARD-BELMONT.** FOR GIRLS AND YOUNG WOMEN  
Nationally recognized. Fully accredited. 4 years preparatory, 2 years college. Cultural refinement. Sports. Write for literature. Belmont Heights, Box 705, Nashville, Tennessee.

**Warrenton Country School**  
College preparatory, cultural courses. French, language of the house. The school is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. Miss Lea M. Bouigny, Prin., Box 18, Warrenton, Va.

**Maryland College**  
For Women. Cultural and Practical Courses. Degrees, 6 buildings. Connecting baths. Suburban to Baltimore. Catalog: President, Lutherville, Md.

Garrison Forest

Modern well-equipped school for girls. In the Green Spring Valley near Baltimore. College Preparatory. General Courses and Junior School. Art, Music, Hockey, Riding. Catalogue. Jean G. Marshall and Nancy Offutt, Principals, Box V, Garrison, Md.

**Chevy Chase**  
Junior College and Senior High School at Washington, 28th Year—12 acre Campus, Academic Courses, Home Economics, Secretarial, Music, Art, Dramatic Departments, Athletics, Riding, Swimming.  
Theodore Halbert Wilson, Box V, Washington, D. C.

NATIONAL PARK SEMINARY

A Modern Education for the Modern Girl. 32 well equipped buildings. 300-acre campus near Washington. Catalog. Address: The Registrar, Box 134, Forest Glen, Maryland.

LIFE CURRENTS WASHING THE SHORES OF VOGUE'S SCHOOL & CAMP BUREAU

In fifteen years of its existence, parents from all parts of the globe have directed to Vogue's School & Camp Bureau more than 30,000 requests for advice or assistance in selecting schools or camps. The yearly average is over 2,000 inquiries, of which over 30% are personal calls. You need never hesitate to put before the Bureau any problem connected with school or camp, either because you think it is too difficult, or because it seems unimportant.

For example, a considerable part of the inquiries involve children who have some physical, mental or emotional difference that makes it inadvisable to place them in schools or camps conducted for children who are not exceptional. In some cases it is necessary to place children as young as two years old in kindergarten or nursery schools or camps.

Here is a New England mother who wants information on a school in the Philippines about which she has heard. Another parent in the same section wants us to recommend a school to prepare a boy for Annapolis. A Vogue reader from the Middle West comes to New York

**BANCROFT SCHOOL FOR GIRLS**  
32nd Year. Complete College Preparation. Individual Attention to carefully selected group in Boarding Department of Progressive Day School. Summer and Winter sports: Dramatics, Arts, Music. Address Hope Fisher, Principal, Worcester, Massachusetts

**HOUSE IN THE PINES**  
Near Boston. Thorough College Preparation. Two Year Graduate Course. Art, Music, Household Arts. Fine Riding Horses. Separate Junior School. Gertrude E. Cornish, 40 Pine St., Norton, Mass.

**Bradford**  
Junior College for Preparatory School Graduates. Separate Two-Year College Preparatory School. Katharine M. Denworth, Ph.D., President, Box 60, Bradford, Massachusetts (32 miles from Boston)

**LASELL SEMINARY**  
A Junior College for girls. Ten miles from Boston. Two-year courses for U.S. graduates. Home Ec., Secretarial, College Preparatory, Art, Dramatics, Music. Separate junior school. Guy M. Winslow, Ph.D., 126 Woodland Road, Auburndale, Mass.

**Mount Ida School**  
Accredited Junior College Courses. College Preparatory, Vocational and Finishing Courses. Home Management, Art, Dramatics, Secretarial and Music. All Athletics. For catalog address: 125 Bellevue St., Newton, Massachusetts

**CHOATE SCHOOL**  
A Country School in a Model Town. For girls: Boarding 11 to 19; Day 5 to 19 years. College Preparatory. General Courses. Outdoor life. Augusta Choate, Vassar, 1600 Beacon Street, Brookline, Mass.

**NORTHAMPTON SCHOOL FOR GIRLS**  
Regular preparatory course for Smith and other colleges. One year intensive course for high school graduates. Dorothy M. Bement, Sarah B. Whitaker, Principals. Box E, Northampton, Massachusetts

**Kendall Hall** For Girls  
Prides Crossing, Mass.—on-the-Seashore. Accredited. College Prep. without examinations. Jr. College. Music. Int. Dec. Secretarial. Beach. Riding. Catalog:—Box V.



## GIRLS' SCHOOLS

## GUNSTON HALL

1914 Florida Avenue, Washington, D. C.  
For Girls. Academic, Collegiate Departments.  
Music, Art, Expression, Home Economics, Secretarial.  
Est. 1892. Mary L. Gildersleeve, Mary B. Kerr, M.A., Principals, Richard N. Mason, Bus. Mgr.

## Arlington Hall

For Girls, High School, Junior College, Music, Art, Dramatics, Home Ec., Secretarial, 100 acres, new buildings, Sports, Catalog. W. E. Martin, Pres., Box 818-V, Penna. Ave. Sta., Washington, D. C.



**Martha Washington Seminary**  
Junior College, Courses in Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School subjects, Sports, Secretary, Box V, 3640 16th St., N. W., Washington, D. C.

KING-SMITH  
STUDIO SCHOOL

Washington Paris  
Music, Dancing, Dramatic Art, Languages, Fine and Applied Art, Residential school. Address Mr. August King-Smith, 1765 New Hampshire Ave., Washington, D. C.



**FERRY HALL**  
An outstanding Jr. College and High School for Girls. Recommended by colleges everywhere. Second semester, Feb. 1st. Miss Eloise R. Tremain, Box 40, Lake Forest, Ill.

## STARRETT SCHOOL FOR GIRLS

48th year. Academic College Preparatory, Junior College and Special Courses. Music Conservatory. Fully accredited. Fall Term now starting. Catalog and Book of Views.



Box 20 4515 Drexel Boulevard, Chicago

## BROWNMOOR at SANTA FE

Ranch School for Girls 6 to 18. Preparation for college in invigorating climate. Riding, Golf and Tennis. Week-end pack trips. Moderate tuition. Catalogue. Justine A. Browne and Mary A. Moore, Directors, Santa Fe, New Mexico.

## THE BISHOP'S SCHOOL

Upon Scripps Foundation. Boarding and day, for girls. Intermediate Grades. Prepares for Eastern Colleges. Caroline Seeley Cummins, M.A., Vassar, Headmistress. The Rt. Rev. W. Bertrand Stevens, President, Board of Trustees, Box 12, La Jolla, California.

## Girl's Collegiate School

Accredited college preparatory, general academic, post-graduate, Junior high school, Music, dramatics, Italian buildings among orange groves near Los Angeles. Student government, Sports, 40th year. Catalogue, Registrar, Box 15, Glendora, Calif.

## CHILDREN'S SCHOOL

## Miss Macfarlane's

CLASSES FOR YOUNG CHILDREN  
Nursery, Pre-Primary and Primary

30 East 74th Street New York  
Rhinelander 4-3627

## KINDERGARTEN TRAINING

## ANN-RENO SCHOOL

Two-year normal course in Nursery School, Kindergarten and First Grade. Demonstration School. Children from 2-6 years of age.

32 West 86th St., N. Y. City SUs. 7-2244

## EXCEPTIONAL CHILDREN

## BANCROFT SCHOOL

PROGRESS FOR THE RETARDED CHILD  
Instruction, out-door life, play and medical care combined. Modern Equipment. Resident physician. Summer camp in Maine. Box 345, Haddonfield, New Jersey.

## THE WOODS' SCHOOL

For Exceptional Children Three Separate Schools  
GIRLS BOYS LITTLE FOLKS  
Camp with Tutoring. Booklet  
Box 169, Langhorne (near Philadelphia), Pa.  
Mrs. Mollie Woods Hare, Principal

## The Mary E. Pogue Sanitarium and School

Wheaton, Illinois Founded 1903

For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools

## BOYS' SCHOOLS

## St. John's School

Prepares boys for college and business. Military Training. Supervised study and athletics. Swimming pool. Separate school for boys under 13. Homelike atmosphere. WILLIAM L. RANNEY, OSSINING, N. Y.

## IRVING SCHOOL FOR BOYS

in historic Irving Country. 95th year. Prepares for all colleges. Accredited. Write for catalog. Box 930, Tarrytown-on-Hudson, N. Y.  
Rev. J. M. Furman, L.H.D., Headmaster

## MANLIUS

"62 Years of Achievement"  
Combines college preparation, supervised athletics and military training. COL. GUIDO F. VERBECK, Supt. The Manlius Book, Box 1312, Manlius, N.Y.

## BOYS' SCHOOLS

## SELECT A GOOD MILITARY SCHOOL



Write for helpful information to the Executive Sec'y, The Military Schools, Box 113, 120 East 41st Street, New York City

## Worcester Academy

A FORWARD-LOOKING SCHOOL OF PROVED EXCELLENCE  
Headmaster SAMUEL F. HOLMES, Worcester, MASSACHUSETTS  
Registrar GEORGE D. CHURCH, Worcester, MASSACHUSETTS

## WASSOOKEAC SCHOOL

One teacher for every 3 students. Prepare more thoroughly. 100% college entrance record. Send for literature describing The Wassookeag Method. Lloyd Harvey Hatch, Headmaster, Dexter, Maine

## CULVER MILITARY ACADEMY

Nationally recognized for progressive educational methods and stalwart character training. 355 Pershing Place, Culver, Indiana.

## BOYS' SCHOOLS

## CURTIS FOR BOYS 9 to 14

THOROUGH elementary training in atmosphere of cultured New England home. Small classes. Curtis plan develops initiative. 50 acres in Berkshire foothills. Winter sports. 56th year. Catalog. Head Master, Box V, Brookfield Center, Conn.

## RECTORY SCHOOL

For boys under 15 years. Prepares for all leading secondary schools.  
Rev. and Mrs. F. H. Bigelow Pomfret, Conn.

## ROXBURY

Complete attention to the needs of the individual boy. Insures a thorough College Preparation. A. V. Sheriff, Headmaster, Cheshire, Conn.

## Westminster School

Limited to 60 boys in Junior School. 100 boys in Senior School. Preparatory to leading universities. Fourteen miles from Hartford. Head Master, Raymond Richards McOrmond, Simsbury, Connecticut

## SCHOOLS ABROAD

## "LES CHIMÈRES"

NEUILLY-PARIS  
FINISHING SCHOOL FOR GIRLS  
Highest references given and required.  
Apply to:  
Mlle. F. YVON DES LANDELLES  
44 rue de Chézy Neuilly-Paris

A THOUGHT ON FOREIGN SCHOOLS  
Through its New York, London and Paris offices, Vogue keeps in constant touch with trends in education, modes and manners, both at home and abroad.

## Park Lodge Pau, France

(Pyrenees foothills)  
Prepares boys (8-18) for College Boards. Home life. Winter sports. Vacation trips. Established 1925. Associated school for girls. Mr. and Mrs. Henry A. Dresser, Directors. Catalog and interviews: Geo. Burnham, 3rd, 331 So. Smedley St., Philadelphia, Pa.

## LA RUCHE 5, Avenue d'Aligre

Chatou, S. & O., France  
A school for girls in a delightful home near the Seine, 15 minutes from Paris. Exceptional opportunity for intensive study of French. Travel and sports. Summer and winter sessions. Catalogue. MISS M. K. FOWLER, Room 502, 19 W. 44th St., N.Y.

## TOUR ABROAD

## TRAVEL TOUR FOR GIRLS

As a finishing year abroad for small group. By cruise, camel and car, train and steamer. For prospectus.  
Travel Tour for Girls  
21 Downing Street  
Worcester, Mass.

## DRAMATIC ARTS

## AMERICAN ACADEMY of DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

THE foremost institution for Dramatic and Expressional Training. The instruction furnishes the essential preparation for Directing and Teaching as well as for Acting.

The training is educative and practical, developing Poise, Personality and Expressional Power, of value to those in professional life and to the layman.

WINTER TERM OPENS JAN. 15th

Catalog describing all Courses from the Secretary  
Room 251-L CARNEGIE HALL, New York

## FEAGIN'S DRAMATIC ART

Thorough courses in Acting, Directing, Teaching, Radio Broadcasting, General Culture. Children's Classes—Courses develop personality. Day and Evening. Enroll now for Winter Term. Tel. CO. 5-0926. Catalogue. Room 435, 316 West 57th St., New York.

## ALVIENE SCHOOL OF THEATRE

and CULTURAL subjects for personal development: Stage Teaching, Directing Drama, Stage and Concert Dancing, Vocal, Screen, Musical Comedy, Elocution, Stock Theatre and Platform appearances while learning. For Catalog 22 apply: V. Ely, Sec'y 66 W. 85th Street, New York

## SECRETARIAL TRAINING

## MISS CONKLIN'S SECRETARIAL SCHOOL

Successive entrance dates.

105 West 40th St. New York City  
Booklet on request Tel. Pa. 6-3758

## KATHARINE GIBBS SCHOOL

SECRETARIAL, Executive, Academic. A school of unusual character with a distinctive purpose for educated women. Catalogue on request. Boston, 90 Marlboro St., New York, 247 Park Ave., Providence, 155 Angell St.

## BALLARD SCHOOL

SECRETARIAL TRAINING  
Expert Instruction  
Ballard School Graduates  
Always in Demand  
(59 Years)  
Lexington Ave. at 53rd St. N. Y. C. A. New York City

## Moon's School

Private Secretarial and Finishing Courses  
Instruction in Stenography, Secretarial Duties, Accounts and Banking. Courses 1 to 3 months. Co-ed. 521 Fifth Ave. (at 43rd St.), New York. FAN. 3-3886

## OLD COLONY SCHOOL

Secretarial and Business Training for Young Women  
One-Year Course. Resident and Day Pupils.  
For information address The Registrar  
317 Beacon Street Boston, Mass.

to place her daughter in boarding school and her first step is to make an appointment with the Bureau.

A New York mother, with two boys aged nine and thirteen, wants the names of three European camps in case she goes to Europe, and of three American camps in case she doesn't! Wanted: a Southern camp where a girl may continue her music lessons. From Ohio comes a letter about a near-sighted boy who cannot take part in the customary boy's sports. He needs a camp where his activities will be adapted to his individual requirements.

Needless to say, all schools and camps advertising in these columns are recommended by Vogue, after special investigation. The school or camp directors will gladly send you any information you require. However, should you not find what you are looking for, write to the Bureau. Copies of Vogue's Book of Private Schools or of Vogue's Book of Private Camps will be mailed, without charge, to you or to your friends, upon request. Written by the Editors of Vogue, from a parent's viewpoint, they have been used by thousands of parents in selecting schools or camps. Address: Vogue's School & Camp Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

## THE HUN SCHOOL

Successful preparation for all colleges

National patronage. Boys directed by faculty of ability and wide experience. All athletics. Separate Junior School. Catalog.

JOHN G. HUN, Ph.D., 103 Stockton St. Princeton, N. J.

## FREEHOLD MILITARY SCHOOL

The School with the Personal Touch  
Boys 6-15. Modified military stressing obedience, self-reliance. Supervised study. Summer camp. Maj. C. M. Duncan, Prin., Box 1291, Freehold, N. J.

## STUYVESANT WARRENTON, VIRGINIA

A distinctive college preparatory school. Certificate accepted by universities. All outdoor sports including riding. Address E. V. King, M.A., Headmaster.

## STAUNTON MILITARY ACADEMY

Superb disciplinary training equaled by academic excellence. College preparatory. 286 graduates in 88 leading colleges. Catalog. Col. Thos. H. Russell, B.S., LL.D., Pres., Box V, Staunton, Va.

## PEDDIE An Endowed School for Boys

Prepares boys thoroughly for College Entrance Board Examinations. Graduates successful in college. Six forms, including two grammar grades. Enrollment limited to 350 selected boys. Athletics for every boy. Rowing, Gymnasium, swimming pool, 9-hole golf course. 150-acres, 9 miles from Princeton. Summer session. 66th year. Booklet. Roger W. Swetland, LL. D., Headmaster, Box 12V, Hightstown, N. J.

## BLAIR ACADEMY

School for 300 Boys. 65 Miles from New York. Graduates in Leading Eastern Colleges. Modern health program. Athletics for every boy. Excellent equipment. 310 Acres. Gym. Pool. Golf Course. Charles H. Breed, Ed. D., Box K, Blairstown, N. J.

## FRESNAL RANCH

The school is situated on a cattle ranch with a horse for every boy and 15,000 acres to ride over. Preparatory school for 30 boys. 11-18. Special care given to mental and physical welfare. Catalogue. Bryan F. Peters, Headmaster, Tucson, Arizona

## BLACK-FOX MILITARY INSTITUTE

HOLLYWOOD. Healthful Pacific Coast climate. Accredited preparation for college. Aeronautics, Polo, fencing. Summer camp. Junior School. Catalog: Commandant, 637 N. Wilcox Ave., Hollywood, Calif.



APPLIED ARTS



**Fashion Academy**  
Costume Design for Trade Stage and Screen

Learn styling, designing and fashion forecasting from America's leading authority in fashion art.

**Emil Alvin Hartman**  
who has trained and placed some of the highest salaried designers in the country. Personal analysis of each student's capabilities. Graduates in demand. Booklet. Address Studio 5.

16 East 52nd St. PLaza 3-1844  
(Fifth Avenue) Paris  
New York

**THE TRAPHAGEN SCHOOL OF FASHION**  
1680 BROADWAY [Near 52nd St.] NEW YORK

**Intensive Eight Months' Winter Course**

All phases from elementary to full mastery of costume design and illustration, textile and stage design, taught in shortest time consistent with thoroughness. Day and Evening. Saturday courses for Adults and Children. Incorporated under Regents. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free employment bureau. Send for circular V.

In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part: all prizes awarded to Traphagen pupils with exception of one of five third prizes. In latest contest Traphagen students won all awards; also First Prize in 1931 Beaux Arts Ball Contest sponsored by Art Alliance of America.

Investigate Before Registering Elsewhere.

**INTERIOR DECORATION**  
Four Months Practical Course

Period and Modern Styles. Furniture, Color Schemes, Draperies, Wall Treatments. Cultural or Professional Courses.

**Resident Day Classes** start Feb. 3d. Send for Catalog 6 R

**Home Study Course** starts at once. Send for Catalog 6 D

New York School of Interior Decoration  
578 Madison Avenue - New York City

**The McDowell School**  
Costume Design and Millinery

- Practical Courses in Costume Design and Model Making, both elementary and advanced
- Individual Instruction in Cutting, Draping, Sketching, Pattern Making, Sewing and Dressmaking
- Courses in Millinery Making, Designing and Sketching

Best known school for actual trade work. Fifty-five years continuous experience in meeting trade requirements. Teachers' and University Credits. Incorporated Regents 1912. Day, Evening Courses. No Branches. Visitors Welcome. Est. 1876. Catalogue.

71 West 45th Street New York City

**BLEEK'S SCHOOL** Designing, Art & Millinery

Dressmaking, Patternmaking, Draping, Sketching, Costume Design, Textile Design, Commercial Art. Individual Instruction. Booklet V on request. 213-223 Flatbush Ave., Brooklyn, N.Y. (Nr. L.I. Depot.)

**CHAMBERLAIN SCHOOL OF EVERYDAY ART**

Fashion Advising—A New Profession for Women. Limited Enrollment. References Required.

736 Boylston St., Boston, Mass.

**FASHION ILLUSTRATION**  
DRESS DESIGN • STYLING  
INTERIOR DECORATION

Write for information, Department V. C. Commercial Art School, 116 S. Michigan Ave., Chicago

**HAVE YOU CONSIDERED A STUDENT RESIDENCE?**

In New York and other cities are many fine student residences for girls who attend day schools or boarding schools as day scholars. Write to the residences advertising here for information. Or, if they do not fit your needs, write to Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York, and we will help to find one.

FINE AND APPLIED ARTS



**CLASSES IN SESSION**  
—THROUGHOUT THE YEAR—  
EVERY SUBJECT EVERY DAY  
INDIVIDUAL PROGRAMS  
TO FIT INDIVIDUAL NEEDS

**CHICAGO ACADEMY OF FINE ARTS**  
CARL WERNITZ, DIRECTOR  
18 SOUTH MICHIGAN AVE. CHICAGO

**N. Y. School of Fine & Applied Art**  
(Parsons) New York—Paris

**ENTER IN JANUARY**

Professional training in Interior Architecture & Decoration, Costume Design & Illustration, Graphic Advertising, Teachers Training, etc.

INFORMATION ON REQUEST.

Address Box V, 2239 Broadway, New York


**GRAND CENTRAL SCHOOL OF ART**

INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Day and Evening classes. Catalogue.

Room 7002, Grand Central Terminal, N.Y.C.

**N. Y. SCHOOL OF DESIGN**

New courses! New ideas! Fine Arts, Illustration, Commercial Art, Advertising Art and Layout, Costume Design and Illustration, Interior Decoration, Normal Art training. Day, evening. Enroll now, winter courses. Catalog V. 625 Madison Ave., N. Y. C.



**PHOENIX ART INSTITUTE**

Outstanding artist faculty. Booth, Fogarty, Humphrey, Carroll, Biggs. Commercial Art, Illustration, Painting. Winter Term Feb. 1, 1932. Catalog V.

The schools advertised in this section will gladly send you their literature.



**MASTER INSTITUTE OF ROERICH MUSEUM**

MUSIC—PAINTING—SCULPTURE  
ARCHITECTURE—OPERA CLASS  
BALLET—DRAMA—LECTURES

Enrollment now open

Catalog V. 310 Riverside Dr. (Clark, 2-1717), N.Y.C.

**NATIONAL SCHOOL OF FINE AND APPLIED ART**

Interior Decoration, Color, Costume, Commercial Art, Poster, Design, Dynamic Symmetry, Life, Sketch Class, Dormitory, Catalog, Felix Mahony, Pres., Dept. V, Connecticut Ave. and M. Washington, D.C.

**MARYLAND INSTITUTE**

1825-1931 Baltimore, Md.

Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, Occupational Therapy, etc. Rinehart School of Sculpture. Catalogue on request.

**VESPER GEORGE**

SCHOOL OF ART—MID-YEAR ENTRANCE

300 Students—Illustrated booklet

42-44 St. Botolph Street Boston, Mass.



**DESIGNERS ART**

Professional Training in Fine Arts and Design. Beginner and Advanced Students. Catalog—Ludwig E. Frank.

376 Boylston Street Boston, Mass.

STUDENT RESIDENCES

**WRITE TEASDALE CLUB**

FOR GIRL STUDENTS AND YOUNG WOMEN about taking your daughter when she comes to New York City to study or for a social season.

326 W. 80th Street SUsquehanna 7-7858

**Miss Ferguson's Residence**

Affords a charming modern home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaparrone if desired. Est. 1915. Open all year. Tel. SUs. 7-4639. Catalog.

309 West 82nd Street, New York City

**Miss Welden's Residence**

A beautifully appointed modern home for girls studying in New York. Elevator Service. Chaparrone elective. Catalogue, SUsquehanna 7-7382.

465 West End Ave., New York

**MRS. BOSWELL'S**

Fine clientele limited to twenty-five guests. Individual arrangements made to please patrons. Open all year. For information write or interview.

Mrs. Henry Harrison Boswell  
344-346 West 84th Street New York City

VOGUE WILL HELP YOU:

**ITS ACCURATE FASHION INFORMATION...** Never were fashions more difficult. But Vogue's forecasts and unerring judgment will steer you successfully through the dangerous new styles. What to buy... what to combine... where to wear it... how to join, with Vogue, in the movement of the great world.

**ITS CLOTHES FOR A LIMITED INCOME...** Money spent on a dress or hat that does not click is money squandered. The bargain gown that you buy and never wear is the real extravagance. True economy is to buy so successfully that every penny counts. Vogue considers the slender bank account. Guided by Vogue you can be smarter on a limited income than an uninformed woman with unlimited millions.

**ITS SHOP HOUND SERVICE...** Vogue's shop hound practically spends all her life snooping about the shops. In every issue this entertaining creature unearths smart little things both on and off the beaten track. She goes everywhere and sees everything and passes on to you the best of her discoveries with loud shouts of joy. She will be glad to answer any questions of subscribers about the New York shops.

**ITS PRACTICAL DRESSMAKING...** Every Vogue presents the latest Vogue patterns which adapt the best ideas of the season for the women with a clever needle. These patterns are easy to follow. They fit beautifully. They are designed for every type of figure. Here is an economical way of dressing smartly and putting a little individuality into your wardrobe besides.

**ITS DRESSING TABLE...** Vogue's beauty editor takes up all the new scientific methods of beauty development. Face, hair, figure, hands, even feet. Information about the new beauty preparations. Directions for the effective use of make up, lotions, creams and exercises. Ugly ducklings stay ugly ducklings today only through neglect. Here are the magic modern methods of self-made beauty. Questions answered.

**ITS "FOR THE HOSTESS"...** This every-issue feature, newly enlarged, follows like a hawk all the new trends in entertaining. New menus, smart foods, clever ideas for table decorations, chic invitations and photographs of actual tables in actual houses set for the smartest luncheons and dinners of the season. Subscribers' questions on entertaining will be answered by this department.

**ITS SPECIAL SUBSCRIPTION OFFER...** Last but not least, this special subscription offer by which you can secure Vogue at 16 cents a copy—less than half the news-stand price! Eight dollars brings you the smart world's favorite magazine twice a month for two whole years!

2 YEARS OF VOGUE \$8

THE CONDÉ NAST PUBLICATIONS, INC.

VOGUE, GRAYBAR BUILDING, NEW YORK CITY

☐ Enclosed find \$8.00 for which send me TWO YEARS (48 issues) of Vogue, beginning at once.

☐ Enclosed find \$6.00 for ONE YEAR (24 issues) of Vogue.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ P.V.M. 12-1-31

These schools will give special consideration to letters from readers who mention Vogue's name



## LIST OF DISTRIBUTORS

## VOGUE PATTERN SERVICE

## LIST OF DISTRIBUTORS

**ALABAMA**  
BIRMINGHAM  
Pizitz,  
Burger-Phillips Company  
DOTIAN  
Blumberg & Sons  
MONTGOMERY  
Montgomery Fair  
TUSCALOOSA  
Louis Wiesel, Inc.

**ARIZONA**  
PHOENIX  
Korrick's Dry Goods Co.  
TUCSON  
Albert Steinfeld & Co.

**ARKANSAS**  
LITTLE ROCK  
The Gus Blass Company

**CALIFORNIA**  
ALAMEDA  
Konigshofer's  
ALHAMBRA  
Krause's Department Store  
BAKERSFIELD  
Malcolm Brock Company,  
Redlick Mercantile Co.  
BERKELEY  
J. F. Hink & Son, Inc.  
BURLINGAME  
Levy Bros.  
FRESNO  
Radin & Kamp, Inc.  
FULLERTON  
Chapman-Wickett Co.  
GLENDALE  
H. S. Webb & Co.  
HOLLYWOOD  
Robertson's,  
The Broadway Hollywood  
LONG BEACH  
Luffums  
LOS ANGELES  
J. W. Robinson Co.,  
Bullock's,  
The May Co.,  
Broadway Department Store,  
Inc.  
MODESTO  
Latz's Dept. Store  
MONROVIA  
McBratney's  
OAKLAND  
The H. C. Capwell Co.,  
Capwell, Sullivan & Furth,  
B. F. Schlesinger & Son, Inc.  
PALO ALTO  
J. F. Hink & Son, Inc.  
PASADENA  
Dunning's Silk Store  
POMONA  
Orange Belt Emporium  
RIVERSIDE  
G. Rouse & Co.  
SACRAMENTO  
Weinstock Lubin & Com-  
pany,  
Hale Bros., Inc., 9th & K  
Sts.  
SAN BERNARDINO  
The Harris Company  
SAN DIEGO  
Dunning's Silk Store,  
The Marston Company  
SAN FRANCISCO  
The White House,  
Raphael Weill & Co.,  
City of Paris,  
The Emporium,  
Hale Bros., Inc.,  
901 Market St.  
SAN JOSE  
O. A. Hale & Co.  
SAN MATEO  
Levy Bros.  
SANTA ANA  
Rankin Dry Goods Co.  
SANTA BARBARA  
Trenwith's, Inc.  
SANTA MONICA  
Bay Department Store  
SANTA ROSA  
The White House,  
W. R. Carithers & Sons,  
Inc.  
STOCKTON  
Smith & Lang

**CONNECTICUT(Cont.)**  
NEW BRITAIN  
Davidson & Leventhal  
NEW HAVEN  
The Chas. Monson Co.,  
The Edw. Malley Co.  
STAMFORD  
The C. O. Miller Co.  
WATERBURY  
The Miller & Peck Company  
**DELAWARE**  
WILMINGTON  
Crosby & Hill Co.  
**DISTRICT OF COLUMBIA**  
WASHINGTON  
Woodward & Lothrop,  
Lansburgh & Bro.,  
S. Kann Sons Co.  
**FLORIDA**  
JACKSONVILLE  
Cohen Bros.  
LAKEFLAND  
The Silk Shoppe  
MIAMI  
Burdine's, Inc.  
ORLANDO  
Dickson-Ives Co.  
ST. PETERSBURG  
The Wilson-Chase Company  
TAMPA  
Maas Brothers,  
O. Falk's Department Store  
WEST PALM BEACH  
Hatch's, Inc.  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
ATLANTA  
Davison-Paxon Company,  
Rich's, Inc.  
AUGUSTA  
J. B. White & Co.  
COLUMBIA  
J. A. Kirven Co.  
MACON  
The Union Dry Goods Co.  
SAVANNAH  
Morrison-Sullivan Dry  
Goods Co.  
**IDAHO**  
BOISE  
The Falk Merc. Co.  
**ILLINOIS**  
BLOOMINGTON  
Mayer Livingston & Co.  
CHAMPAIGN  
G. C. Willis  
CHICAGO  
Carson Pirie Scott and Co.,  
Marshall Field & Company,  
Chas. A. Stevens & Bro.,  
Zax Brothers, 1307-09 E.  
63rd Street  
DANVILLE  
Straus & Louis Company  
DECATUR  
William Gushard Company  
ELGIN  
Ackermann Bros.  
EVANSTON  
Lord's  
FREEPORT  
F. A. Read Co.  
JOLIET  
L. F. Beach Co.  
KANKAKEE  
The Chicago Store  
OAK PARK  
Marshall Field & Company  
OTTAWA  
L. M. Lucey & Co.  
PEORIA  
Block & Kuhl Co.  
ROCKFORD  
D. J. Stewart & Co.  
SPRINGFIELD  
The John Bressmer Co.  
WAUKEGAN  
The Globe Department Store  
**INDIANA**  
BLOOMINGTON  
Breedon & Co.  
EVANSVILLE  
John F. Stephens, Inc.  
INDIANAPOLIS  
L. S. Ayres & Co.,  
H. P. Wasson and Company  
SOUTH BEND  
The Ellsworth Store  
TERRE HAUTE  
The Root Dry Goods Co.  
**IOWA**  
AMES  
The Tilden Store Company  
CEDAR RAPIDS  
The Killian Company  
DAVENPORT  
Peterson-Harned-Von Maur  
DES MOINES  
Yunker Brothers, Inc.  
SIOUX CITY  
Pelletier's  
**KANSAS**  
HUTCHINSON  
The Pegues-Wright Co.  
LAWRENCE  
Weavers  
TOPEKA  
The Crosby Brothers  
Company  
WICHITA  
The Geo. Innes Co.

**COLORADO**  
BOULDER  
The White-Davis Mercan-  
tile Co.  
COLORADO SPRINGS  
T. C. Kirkwood, Inc.  
DENVER  
The Joslin Dry Goods Co.,  
The Denver Dry Goods Co.,  
Daniels & Fisher,  
The May Co.,  
The A. T. Lewis & Son  
Dry Goods Co.  
PUEBLO  
The Crews-Beggs Dry  
Goods Co.

**CONNECTICUT**  
BRIDGEPORT  
The D. M. Read Co.  
DANBURY  
John McLean, Inc.  
GREENWICH  
The Charles N. Mead Co.  
HARTFORD  
Sage-Allen & Co., Inc.,  
G. Fox & Company  
MERIDEN  
The Ives, Upham & Rand  
Co.  
MIDDLETOWN  
The James H. Bunce Co.

**CONNECTICUT(Cont.)**  
NEW BRITAIN  
Davidson & Leventhal  
NEW HAVEN  
The Chas. Monson Co.,  
The Edw. Malley Co.  
STAMFORD  
The C. O. Miller Co.  
WATERBURY  
The Miller & Peck Company

**DELAWARE**  
WILMINGTON  
Crosby & Hill Co.

**DISTRICT OF COLUMBIA**  
WASHINGTON  
Woodward & Lothrop,  
Lansburgh & Bro.,  
S. Kann Sons Co.

**FLORIDA**  
JACKSONVILLE  
Cohen Bros.  
LAKEFLAND  
The Silk Shoppe  
MIAMI  
Burdine's, Inc.  
ORLANDO  
Dickson-Ives Co.  
ST. PETERSBURG  
The Wilson-Chase Company  
TAMPA  
Maas Brothers,  
O. Falk's Department Store  
WEST PALM BEACH  
Hatch's, Inc.

**GEORGIA**  
ALBANY  
R. L. Jones Co.  
ATLANTA  
Davison-Paxon Company,  
Rich's, Inc.  
AUGUSTA  
J. B. White & Co.  
COLUMBIA  
J. A. Kirven Co.  
MACON  
The Union Dry Goods Co.  
SAVANNAH  
Morrison-Sullivan Dry  
Goods Co.

**IDAHO**  
BOISE  
The Falk Merc. Co.

**ILLINOIS**  
BLOOMINGTON  
Mayer Livingston & Co.  
CHAMPAIGN  
G. C. Willis  
CHICAGO  
Carson Pirie Scott and Co.,  
Marshall Field & Company,  
Chas. A. Stevens & Bro.,  
Zax Brothers, 1307-09 E.  
63rd Street  
DANVILLE  
Straus & Louis Company  
DECATUR  
William Gushard Company  
ELGIN  
Ackermann Bros.  
EVANSTON  
Lord's  
FREEPORT  
F. A. Read Co.  
JOLIET  
L. F. Beach Co.  
KANKAKEE  
The Chicago Store  
OAK PARK  
Marshall Field & Company  
OTTAWA  
L. M. Lucey & Co.  
PEORIA  
Block & Kuhl Co.  
ROCKFORD  
D. J. Stewart & Co.  
SPRINGFIELD  
The John Bressmer Co.  
WAUKEGAN  
The Globe Department Store

**INDIANA**  
BLOOMINGTON  
Breedon & Co.  
EVANSVILLE  
John F. Stephens, Inc.  
INDIANAPOLIS  
L. S. Ayres & Co.,  
H. P. Wasson and Company  
SOUTH BEND  
The Ellsworth Store  
TERRE HAUTE  
The Root Dry Goods Co.  
**IOWA**  
AMES  
The Tilden Store Company  
CEDAR RAPIDS  
The Killian Company  
DAVENPORT  
Peterson-Harned-Von Maur  
DES MOINES  
Yunker Brothers, Inc.  
SIOUX CITY  
Pelletier's

**KANSAS**  
HUTCHINSON  
The Pegues-Wright Co.  
LAWRENCE  
Weavers  
TOPEKA  
The Crosby Brothers  
Company  
WICHITA  
The Geo. Innes Co.

VOGUE PATTERNS may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed below where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

**HOW TO ORDER BY MAIL.** Vogue Patterns may be ordered by mail from any of the distributors listed below or from Vogue Pattern Service, Greenwich, Conn., 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

**IN ORDERING,** state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

**HOW TO SEND MONEY.** Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or offices from which you order.

## KENTUCKY

FRANKFORT  
W. S. Farmer & Son  
LEXINGTON  
Wolf-Wile Co.  
LOUISVILLE  
The Stewart Dry Goods Co.  
PADUCAH  
The E. Guthrie Co.

## LOUISIANA

MONROE  
Masur Bros.  
NEW ORLEANS  
D. H. Holmes Co., Limited  
SHREVEPORT  
Baird Co., Ltd., Texas St.

## MAINE

LEWISTON  
Senter, Giroux, Canniff &  
Co.  
PORTLAND  
Eastman Bros. & Brancroft

## MARYLAND

BALTIMORE  
Hutzler Brothers Co.,  
O'Neill & Company, Inc.,  
Stewart & Co.,  
Hochschild, Kohn & Co.  
FREDERICK  
C. Thomas Kemp  
HAGERSTOWN  
Leiter Brothers

## MASSACHUSETTS

ATTLEBORO  
Fine's  
BOSTON  
R. H. Stearns Company,  
Jordan Marsh Company,  
R. H. White Company,  
C. F. Hovey Company  
LOWELL  
The Bon Marché D. G. Co.  
PITTSFIELD  
England Brothers, Inc.  
SALEM  
William G. Webber Co.  
SPRINGFIELD  
Forbes & Wallace, Inc.,  
Meekins, Packard & Wheat,  
Inc.  
WORCESTER  
Slocum's Silk Store,  
Denholm & McKay Co.

## MICHIGAN

ANN ARBOR  
Wm. Goodyear & Co.  
BATTLE CREEK  
L. W. Robinson Co.  
DETROIT  
The J. L. Hudson Company  
GRAND RAPIDS  
Wurzberg Dry Goods Co.,  
Herpolsheimer Co.  
KALAMAZOO  
Gilmore Bros.  
LANSING  
J. W. Knapp Co.  
SAGINAW  
Wm. C. Wiechmann Co.

## MINNESOTA

DULUTH  
Silberstein & Bondy Co.  
MINNEAPOLIS  
The Dayton Company,  
L. S. Donaldson Company  
ST. PAUL  
Schunemans & Mannheimers,  
The Golden Rule  
WINONA  
H. Choate & Co.

## MISSISSIPPI

BILOXI  
W. V. Joyce Co.  
JACKSON  
R. E. Kennington Co.  
LAUREL  
R. C. Gaddis Company

## MISSOURI

KANSAS CITY  
John Taylor Dry Goods Co.  
SEDALIA  
C. W. Flower Dry Goods Co.  
SPRINGFIELD  
The Heer Stores Co.  
ST. JOSEPH  
The Townsend, Wyatt &  
Wall Dry Goods Company  
ST. LOUIS  
Stix, Baer & Fuller Dry  
Goods Company,  
Scruggs-Vandervoort-  
Barney Dry Goods Co.,  
Famous & Barr Co.

## MONTANA

BILLINGS  
The D. J. Cole Co.  
GREAT FALLS  
The Paris Dry Goods Co.  
HELENA  
The New York Dry Goods  
Co.  
MISSOULA  
Missoula Mercantile Co.

## NEBRASKA

HASTINGS  
Steln Bros. Co.  
LINCOLN  
Miller & Paine,  
Gold & Co.  
OMAHA  
Thompson, Belden & Com-  
pany,  
Thomas Kilpatrick & Co.,  
J. L. Brandels & Sons

## NEVADA

RENO  
Gray, Reid, Wright Co.

## NEW HAMPSHIRE

MANCHESTER  
James W. Hill Company

## NEW JERSEY

ASBURY PARK  
Steinbach Company  
ATLANTIC CITY  
M. E. Blatt Co., The De-  
partment Store of Atlan-  
tic City  
BOONTON  
Zucker & Co., Inc.  
EAST ORANGE  
R. H. Muir, Inc.,  
B. Altman & Co.  
ELIZABETH  
Milton Wolper  
MONTCLAIR  
Louis Harris  
MORRISTOWN  
Crane, Inc.  
NEWARK  
L. Bamberger & Co.,  
Kresge Department Store,  
Hahne & Co.  
NEW BRUNSWICK  
P. J. Young Dry Goods Co.  
PATERSON  
Meyer Brothers  
PLAINFIELD  
Tepper Bros.  
RUTHERFORD  
William F. Telschow  
TRENTON  
Swern & Company,  
H. M. Voorhees & Bros.,  
131-135 East State St.  
UNION CITY  
Holthausen

## NEW YORK

NEW YORK CITY  
B. Altman & Co.,  
Lord & Taylor,  
John Wanamaker,  
R. H. Macy & Co., Inc.,  
Jas. McCutcheon Co.,  
James McCreery & Co.,  
Arnold Constable & Co.,  
Inc.,  
Stern Brothers,  
Bloomingdale Bros., Inc.,  
James A. Hearn & Sons,  
Sidney Elsnitz,  
432 Amsterdam Ave.  
ALBANY  
W. M. Whitney & Co.  
BINGHAMTON  
Sisson Bros., Welden Co.  
BROOKLYN  
Abraham & Straus,  
Frederick Loeser & Co.  
BUFFALO  
Flint & Kent,  
Adam, Meldrum & Ander-  
son Co.,  
J. N. Adam & Co.,  
The Wm. Hengerer Co.  
ELMIRA  
S. F. Iszard Co.  
HEMPSTEAD, L. I.  
The Franklin Shop, Inc.  
ITHACA  
Rothschild Bros.  
JAMAICA, L. I.  
B. Gertz, Inc.,  
Jamaica Ave.-162nd St.  
JAMESTOWN  
The Silk & Specialty Shop  
KINGSTON  
Rose & Gorman, Inc.  
MIDDLETOWN  
Tompkins Dry Goods Co.  
NEWBURGH  
Wm. T. Brown & Son  
NEW ROCHELLE  
Ware's  
POUGHKEEPSIE  
Luckey, Platt & Co.  
ROCHESTER  
McCurdy & Company, Inc.,  
Sibley, Lindsay & Curr Co.  
RYE  
H. D. Halahan  
SCHENECTADY  
H. S. Barney Co.  
SYRACUSE  
Dey Brothers & Company  
TROY  
G. V. S. Quackenbush & Co.  
UTICA  
The Fitzgerald Silk Shop,  
Inc.  
WATERTOWN  
Smith & Percy, Inc.  
WHITE PLAINS  
Ackerman & Cantor, Inc.  
YONKERS  
Marshall Matheson Co.

## NEW YORK

NEW YORK CITY  
B. Altman & Co.,  
Lord & Taylor,  
John Wanamaker,  
R. H. Macy & Co., Inc.,  
Jas. McCutcheon Co.,  
James McCreery & Co.,  
Arnold Constable & Co.,  
Inc.,  
Stern Brothers,  
Bloomingdale Bros., Inc.,  
James A. Hearn & Sons,  
Sidney Elsnitz,  
432 Amsterdam Ave.  
ALBANY  
W. M. Whitney & Co.  
BINGHAMTON  
Sisson Bros., Welden Co.  
BROOKLYN  
Abraham & Straus,  
Frederick Loeser & Co.  
BUFFALO  
Flint & Kent,  
Adam, Meldrum & Ander-  
son Co.,  
J. N. Adam & Co.,  
The Wm. Hengerer Co.  
ELMIRA  
S. F. Iszard Co.  
HEMPSTEAD, L. I.  
The Franklin Shop, Inc.  
ITHACA  
Rothschild Bros.  
JAMAICA, L. I.  
B. Gertz, Inc.,  
Jamaica Ave.-162nd St.  
JAMESTOWN  
The Silk & Specialty Shop  
KINGSTON  
Rose & Gorman, Inc.  
MIDDLETOWN  
Tompkins Dry Goods Co.  
NEWBURGH  
Wm. T. Brown & Son  
NEW ROCHELLE  
Ware's  
POUGHKEEPSIE  
Luckey, Platt & Co.  
ROCHESTER  
McCurdy & Company, Inc.,  
Sibley, Lindsay & Curr Co.  
RYE  
H. D. Halahan  
SCHENECTADY  
H. S. Barney Co.  
SYRACUSE  
Dey Brothers & Company  
TROY  
G. V. S. Quackenbush & Co.  
UTICA  
The Fitzgerald Silk Shop,  
Inc.  
WATERTOWN  
Smith & Percy, Inc.  
WHITE PLAINS  
Ackerman & Cantor, Inc.  
YONKERS  
Marshall Matheson Co.

## NEVADA

RENO  
Gray, Reid, Wright Co.

## NEW HAMPSHIRE

MANCHESTER  
James W. Hill Company

## NEW JERSEY

ASBURY PARK  
Steinbach Company  
ATLANTIC CITY  
M. E. Blatt Co., The De-  
partment Store of Atlan-  
tic City  
BOONTON  
Zucker & Co., Inc.  
EAST ORANGE  
R. H. Muir, Inc.,  
B. Altman & Co.  
ELIZABETH  
Milton Wolper  
MONTCLAIR  
Louis Harris  
MORRISTOWN  
Crane, Inc.  
NEWARK  
L. Bamberger & Co.,  
Kresge Department Store,  
Hahne & Co.  
NEW BRUNSWICK  
P. J. Young Dry Goods Co.  
PATERSON  
Meyer Brothers  
PLAINFIELD  
Tepper Bros.  
RUTHERFORD  
William F. Telschow  
TRENTON  
Swern & Company,  
H. M. Voorhees & Bros.,  
131-135 East State St.  
UNION CITY  
Holthausen

## NORTH CAROLINA

ASHEVILLE  
Bon Marché, Inc.  
CHARLOTTE  
J. B. Ivey & Company  
GREENSBORO  
Ellis, Stone & Co.  
RALEIGH  
Boylan Pearce Co.  
WILMINGTON  
Belk-Williams Co.  
WINSTON-SALEM  
Van Dyke's, Inc.

## NORTH DAKOTA

GRAND FORKS  
R. B. Griffith Co.

## OHIO

AKRON  
The A. Polsky Co.,  
The M. O'Neil Company  
ALLIANCE  
Spring-Holzwarth  
CINCINNATI  
H. & S. Pogue Company,  
The John Shillito Co.  
CLEVELAND  
The Halle Bros. Co.,  
The Higbee Company,  
The Wm. Taylor Son & Co.  
COLUMBUS  
The F. & R. Lazarus & Co.  
DAYTON  
The Rike-Kumler Company  
LANCASTER  
Chas. P. Wiseman & Co.  
LIMA  
R. T. Gregg & Co.  
NEWARK  
John J. Carroll  
PORTSMOUTH  
The Marting Bros. Co.  
TOLEDO  
The Lasalle & Koch Co.,  
The Lamson Brothers Co.,  
YOUNGSTOWN  
The G. M. McKelvey Co.,  
The Strouss-Hirshberg Co.

## OKLAHOMA

OKLAHOMA CITY  
The Kerr Dry Goods Co.  
OKMULGEE  
Ramsay Fulford Dry Goods  
Co.  
TULSA  
The Brown-Dunkin Dry  
Goods Co.,  
The Vandever Dry Goods  
Co., Inc.

## OREGON

EUGENE  
McMorrin & Washburne  
PORTLAND  
Meyer & Frank Co.,  
Olds, Wortman & King  
SALEM  
The Miller Mercantile Co.

## PENNSYLVANIA

ALTOONA  
The Wm. F. Gable Co.  
ALLENTOWN  
Hess Brothers  
ARDMORE  
Strawbridge & Clothier  
BETHLEHEM  
The Bush & Bull Corp.  
BUTLER  
A. Troutman's Sons Co.,  
Inc.  
ERIE  
Trask, Prescott & Richard-  
son Co.  
HARRISBURG  
Pomeroy's, Inc.  
LANCASTER  
Hager & Bro.  
NEW CASTLE  
The Strouss-Hirshberg Co.  
PHILADELPHIA  
John Wanamaker,  
Strawbridge & Clothier,  
Gimbel Brothers  
PITTSBURGH  
Joseph Horne Co.,  
Kaufmann's,  
Boggs & Buhl,  
Gimbel Brothers  
READING  
Pomeroy's, Inc.  
SCRANTON  
Scranton Dry Goods Co.  
SHARON  
The Sharon Store  
STROUDSBURG  
A. B. Wyckoff  
WILKES-BARRE  
The Isaac Long Store  
WILLIAMSPORT  
L. L. Stearns & Sons  
YORK  
Charles H. Bear & Company

## RHODE ISLAND

PROVIDENCE  
Gladding's, Inc.,  
The Shepard Stores

## SOUTH CAROLINA

CHARLESTON  
The Kerrison Dry Goods Co.  
FLORENCE  
L. E. Waters  
GREENVILLE  
Meyers-Arnold Co.

## SOUTH DAKOTA

ABERDEEN  
Olwin-Angell

## TENNESSEE

CHATTANOOGA  
Miller Bros. Co.  
KNOXVILLE  
S. H. George & Sons  
MEMPHIS  
The John Gerber Co.  
NASHVILLE  
Cain-Sloan Co.,  
Lebeck Bros., 514 Church  
St.,  
Loverman, Berger &  
Teitlebaum

## TEXAS

AMARILLO  
White & Kirk, Inc.  
AUSTIN  
T. H. Williams & Co.  
BEAUMONT  
The Rosenthal Dry Goods  
Co.  
DALLAS  
Titcher-Goettinger Co.,  
A. Harris & Company  
EL PASO  
Popular Dry Goods Co.  
FORT WORTH  
Monnig's,  
The Fair,  
Schermerhorn Company  
HOUSTON  
Foley Brothers Dry Goods  
Co.,  
Levy Bros. Dry Goods Co.  
SAN ANTONIO  
The Wolf & Marx Com-  
pany  
WACO  
The Goldstein-Migel Co.

## UTAH

SALT LAKE CITY  
Zion's Co-operative Mercan-  
tile Institution

## VERMONT

BURLINGTON  
F. D. Abernethy, Inc.

## VIRGINIA

DANVILLE  
L. Herman  
LYNCHBURG  
D. Moses & Co., Inc.,  
Guggenheimer's Inc.,  
NEWPORT NEWS  
Sol Nachman's Department  
Store  
NORFOLK  
Smith & Weldon, Inc.  
PETERSBURG  
Rucker Rosenstock Inc.  
RICHMOND  
Thalhimer Bros., Inc.,  
Miller & Rhoads, Inc.  
ROANOKE  
S. H. Helronimus Co., Inc.

## WASHINGTON

BELLINGHAM  
J. B. Wahl Store  
SEATTLE  
The MacDougall & South-  
wick Co.,  
Frederick & Nelson  
SPOKANE  
Whitehouse Co.,  
The Crescent  
TACOMA  
Rhodes Brothers  
WALLA-WALLA  
A. M. Jensen Co.

## WEST VIRGINIA

CHARLESTON  
Coyle & Richardson  
HUNTINGTON  
Anderson-Newcomb Co.  
PARKERSBURG  
The Surprise Store  
WHEELING  
Stone & Thomas

## WISCONSIN

APPLETON  
The Pettibone-Peabody Co.  
JANESVILLE  
J. M. Bostwick & Sons  
KENOSHA  
The Barden Store Co.  
MADISON  
Harry S. Manchester, Inc.  
MILWAUKEE  
T. A. Chapman Co.,  
Gimbel Brothers  
RACINE  
Zahn Dry Goods Co.

## WYOMING

CASPER  
Kassiss Dry Goods Company  
SHERIDAN  
Stevens, Fryberger & Co.

## PORTO RICO

SAN JUAN  
P. Guisti & Co., Inc.,  
Calle Allen 27

## CUBA

HAVANA  
Victor Campa Y Ca., S. en C.

## CANADA

**ALBERTA**  
CALGARY  
Hudson's Bay Company  
EDMONTON  
Hudson's Bay Company  
**BRITISH COLUMBIA**  
VANCOUVER  
Hudson's Bay Company  
VICTORIA  
Hudson's Bay Company  
**MANITOBA**  
WINNIPEG  
Hudson's Bay Company,  
The T. Eaton Co., Limited

**NEW BRUNSWICK**  
ST. JOHN  
Manchester Robertson Alli-  
son Limited, 27 King St.  
**NOVA SCOTIA**  
HALIFAX  
The Wood Brothers Co. Ltd.  
**ONTARIO**  
HAMILTON  
Finch Brothers, Limited,  
29 King Street, West,  
The T. Eaton Co., Limited

## VOGUE PATTERN BOOK

SPRING ISSUE Dec. 24  
EARLY SUMMER ISSUE Feb. 25  
SUMMER ISSUE April 25  
EARLY AUTUMN ISSUE June 25  
AUTUMN ISSUE Aug. 25  
WINTER ISSUE Oct. 25

Subscription for one year, \$1.50. At stores and news-stands, 35 cents a copy; by mail, 40 cents a copy.

## CANADA

**ONTARIO (Cont.)**  
LONDON  
Smallman & Ingram,  
Limited, 149-157 Dun-  
das Street  
OTTAWA  
Murphy-Gamble, Limited,  
Sparks Street  
ST. CATHARINES  
Canadian Department Stores  
Limited, 17 St. Paul St.  
TORONTO  
The Robert Simpson Com-  
pany, Limited,  
The T. Eaton Co., Limited

**QUEBEC**  
MONTREAL  
Henry Morgan & Company  
Limited,  
The Robert Simpson Mon-  
treal Limited,  
The T. Eaton Co., Limited  
QUEBEC  
Myrand & Pouliot, Limitée,  
205-215 St. Joseph Street  
**SASKATCHEWAN**  
SASKATOON  
Hudson's Bay Company





*Lustris: \$15.00 to \$49.50 (depending on number of articles selected).*



*Belle Fleur*  
\$7.50 to \$12.85 (depending on number of articles selected).




*Trianon*  
\$16.00 to \$33.50 (depending on number of articles selected).



*Monticelli*  
\$15.00 to \$30.00 (depending on number of articles selected).

## You BE THE JUDGE

SURELY YOU WILL DECIDE "THERE IS NO SUBSTITUTE FOR THIS  IN CORRECT TOILETWARE"

YOU can lend enchantment to your boudoir . . . you can provide luxurious beauty for your dressing table. Go to your favorite department, jewelry, or drug store and ask for du Pont Toilettware. Examine it carefully. As a lover of the beautiful, compare it with any other of the same type.

We are confident you will decide—"There is no substitute for the du Pont oval in Correct Toilettware."

Stylists of international reputation created these ensembles. And only master craftsmen are responsible for

producing them. Mirrors contain the best selected glass. Brushes have the finest bristles. Manicure implements, the best of tempered steel.

In these du Pont ensembles, you will see tremendous values . . . sets that would grace the most luxurious boudoir. Yet—prices are *not* luxurious. They are within the means of every woman's purse.

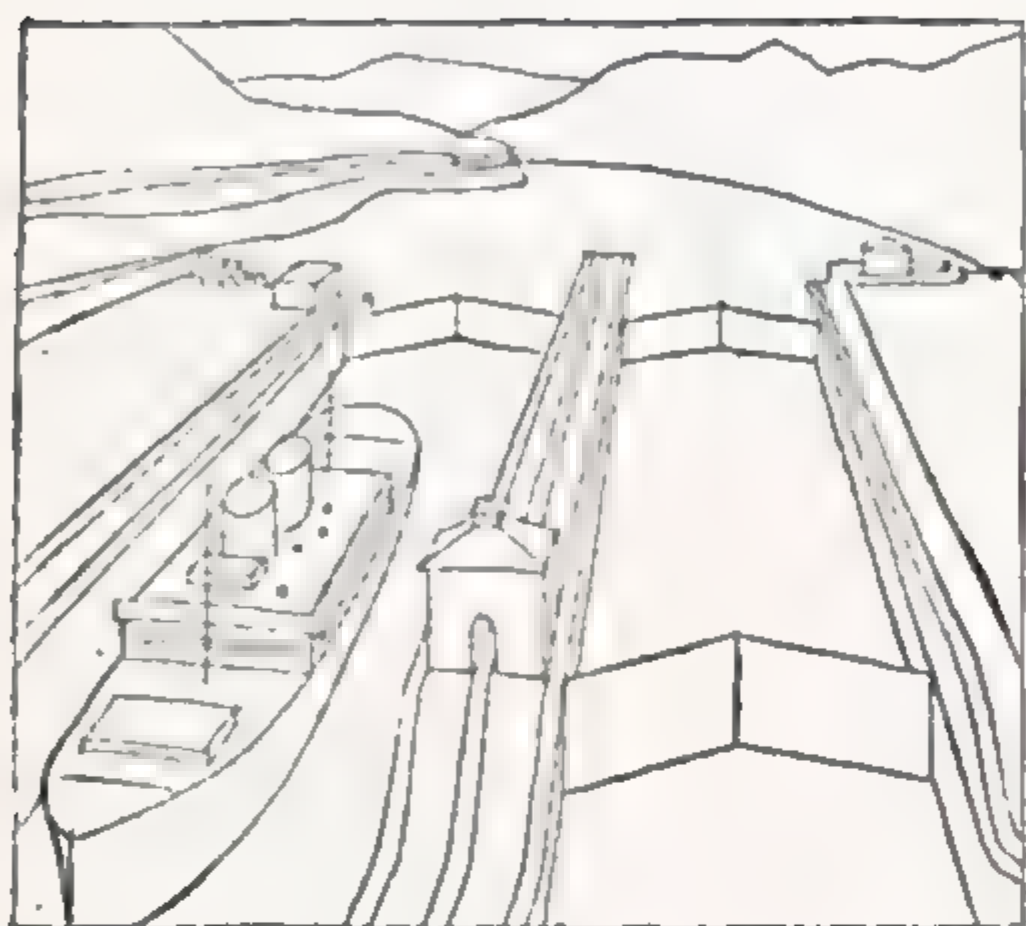
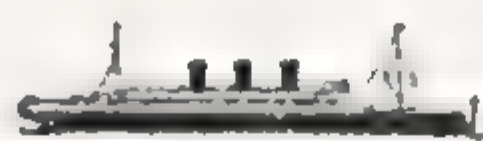
For your protection, du Pont has placed its internationally famous oval on every article of every set. There is no substitute for this in Correct Toilettware. Du Pont Viscoloid Company, Empire State Building, 350 Fifth Avenue, New York, N. Y.

*Lucite.. Pyralin.. Arlton*  
REG. U.S. PAT. OFF.      REG. U.S. PAT. OFF.      REG. U.S. PAT. OFF.

DUPONT ACCESSORIES FOR THE BOUDOIR



# **NOW** *you can have the French Line's* **LUXURIOUS ARISTOCRACY** in **WINTER CRUISES**, too!



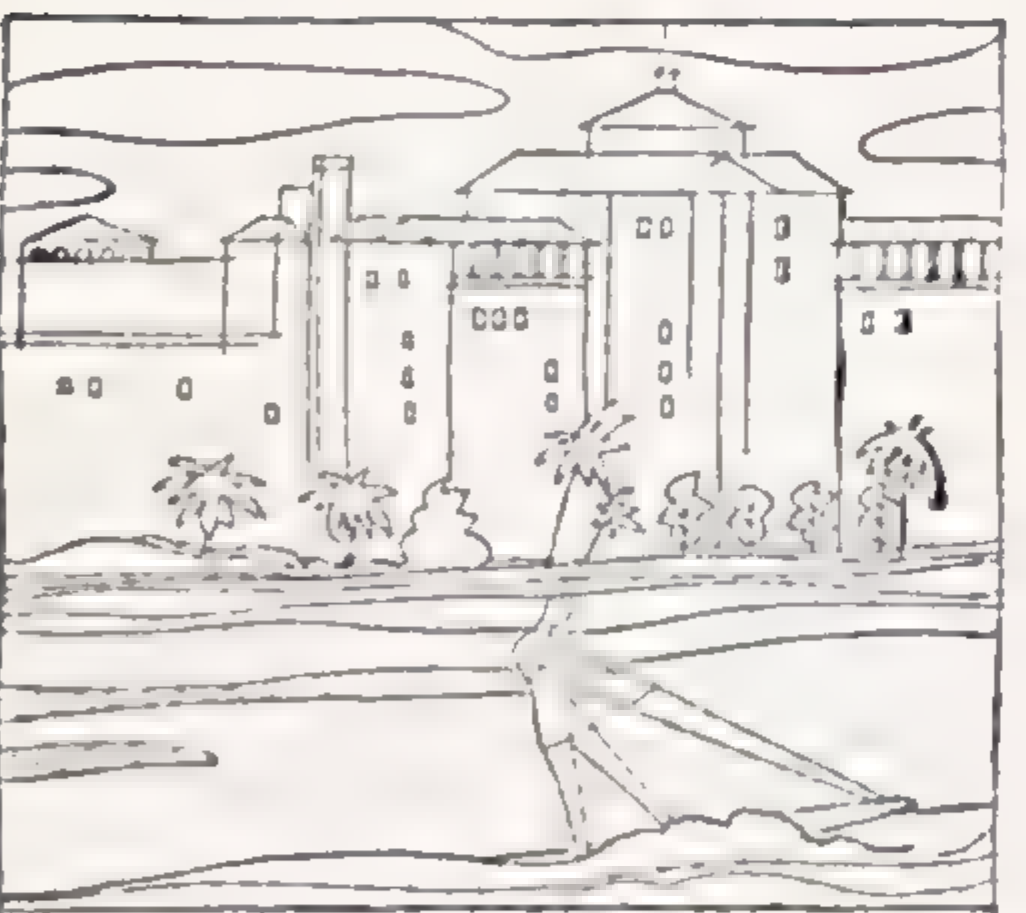
## **THE LAFAYETTE** *holidays in the* **WEST INDIES**

The LAFAYETTE leaves Pier 57 New York December 19 (Saturday) for Nassau; reaches Kingston, Jamaica, on Christmas Eve for Christmas Day; speeds to Colon for a tour of the Canal; makes Havana for New Year's Eve and New Year's Day—a novel, brilliant, sensible and thrifty 18-day holiday cruise on the Atlantic's most popular new motorship. **\$200**



## **SIX CRUISES** *on the* **FRANCE** *to the* **WEST INDIES**

—five of 11 days—to Nassau, Jamaica, Colon (Panama) and Havana; one of 18 days, which takes in Curaçao and the north coast of South America. The “ship that everyone loves,” luxurious swift first-class French liner, with her amazing cuisine and cellar—and her incomparable service—saves you time by her speed—and saves you money by her surprising low rate. Book now! **\$175-\$235**



## **TWO PARIS** *cruises to the* **MEDITERRANEAN**

For the first time, the glorious PARIS, called “aristocrat of the Atlantic,” beckons you on one of two new luxury-cruises (sailing Feb. 12 and March 18) to Teneriffe, Casablanca, Gibraltar, Algiers, Cannes, Monte Carlo, Naples, Corsica, Majorca, Azores—with thrilling land cruises on the Barbary Coast and Sahara. Each cruise a month—each day a perfect thrifty holiday in utter French Line luxury. **\$495**

FRENCH LINE

19 STATE STREET, NEW YORK

*If, like a few yachtsmen, you like "camping out" when you're at sea, don't please consider these voyages. They are frankly luxurious in every point but price. French line food, French line drink, French line gayety and comfort and décor—all these things conspire to "spoil" you for any other life . . . . . but it's a beautiful way to be spoiled.*





**GIVE  
YOURSELF *a*  
NEW  
SILHOUETTE  
*for*  
CHRISTMAS**



**THE NEW DETECTO LOWBOY  
— A SUGGESTION FOR YOUR  
ENTIRE CHRISTMAS LIST!**

For yourself or others—a practical gift that makes it easy to remodel one's silhouette to fit the slim, youthful modes. For conscientious daily weighing is the first step toward a better figure—and an authoritative booklet on weight control is packed free with every scale! At the new low price every bathroom can be the proud possessor of a Detecto Lowboy, the scale that makes all others look old-fashioned! Stunning in black and chrome—charming in jade, orchid, rose, maize, blue, ivory or white. Obtainable at all department stores. Guaranteed for five years.

\$ **6<sup>95</sup>**  
up



**DETECTO**  
WATCHES YOUR WEIGHT

The JACOBS BROS. COMPANY, Incorporated  
Dept. 17 ♡ 318 Greenwich Street ♡ New York, N. Y.



# THE SHOPPERS' AND BUYERS' GUIDE

## ART NEEDLEWORK

**ALICE MAYNARD**, 18 West 46th St., N.Y. Imported Tapestry for all purposes. Also largest assortment of knitting yarns & Bouclé in N.Y. Instructions given with purchases. Prompt attention to mail orders

## AUCTION & CONTRACT BRIDGE

**SHEPARD'S STUDIO, INC.** 31 East 50th Street, N.Y. New, "Official Contract Bridge," or any desired variation. All grades players. Experts play hands. Teacher's Course, Certificate. Tel. Plaza 3-4188

**ELIZABETH B. BANFIELD**—Lessons in Contract Bridge. Studio in the Tower Bridge Club, Barbizon Plaza Hotel, N.Y. Booklet entitled "Learn Contract easily", \$1. Tel. Endicott 2-2677 or Circle 7-9439

**MURIEL PARKER STUDIO** (9th year). Build your Bridge on a sound foundation. Scientific course for beginners. Contract or Auction. (Forcing System.) 157 West 57th St., N.Y. Circle 7-5813

## BAGS

**AN UNUSUAL SHOP** for repairing, framing & remodeling high grade bags of every description, jewelry, missing stones matched, bead restringing. A. L. Workman, 1 W. 34 St.—424 Madison Ave., N.Y.

**LADIES' BAGS.** We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way-510 & 609 Mad. Ave., N.Y.

## BEAUTY CULTURE

**EYEBROWS & LASHES** darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 75c at Spiro's, 26 West 38th St. & 35 West 46th St., N.Y.

**MME. JULIAN'S HAIR DESTROYER** eradicates all superfluous hair successfully. No electricity or poison. Established 1869. Address Mme. Julian, 31 West 51st Street, New York City

**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan, Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

**ELLA LOUISE KELLER'S** personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long. 5-6537. Also Chicago—Minneapolis

**MME. LOUISE HERMANCIE** is the one and only originator of the scientific method of face lifting without surgery or operation. Write for free booklet V-13. Ortosan Company, 62 West 57th St., N.Y.

**UNUSUALLY HAIR DIMINISHES CHARM**—Remove it safe, sure way—by my improved method of electrolysis. Endorsed by physicians. Natalie Torim, Reg. Nurse. Med. Arts Bldg., 57 W. 57 St., N.Y. Wick. 2-3841

**PLASTIC SURGERY INSTITUTE**—Correctional Plastic Surgery for Facial or Body Defects and Malformations. 745 Fifth Avenue, at Fifty-Eighth St., New York. For appointment call Plaza 3-7457

**MME. MAYS**—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 53rd St., N.Y. Wickersham 2-7054

**REJUVENÉ**—removes wrinkles, blackheads, refines pores etc. Corrects cause. Based on medical research. 8 yrs. amazing results. Liberal treatments \$1.00. Rejuvené, 364 Pacific Bldg., San Francisco, Cal.

**BIRTHMARKS, Burns, Freckles.** All skin discolorations completely concealed with Covermark. Harmless, waterproof. Endorsed by Good Housekeeping. At best Dept. stores or write Lydia O'Leary, 11 W. 42 St., N.Y.

**ELISE D'ORVAL**, one of the youngest Parisian Facial Culturists. Her treatments are scientific—not en incoherent manipulation of the face. Booklet. Elise D'Orval, 47 West 56th Street, N.Y. C.

**MRS. D. DURANT**—Multiple Electrolysis Specialist in removing superfluous hair and facial blemishes. Eyebrows shaped. Endorsed by Physicians. 509 Fifth Ave., N.Y.C. near 42nd St., Murray Hill 2-3314

**LONG EYELASHES INSTANTLY** with Ey-Teb (real eyelashes) attached individually. Blend perfectly. Easily applied—secure. Trial set \$1. Ey-Teb Salons, 425 Fifth Ave., N.Y. Tel. Ashland 4-6287

**DR. C. C. COATES**—38 WEST 34th ST., N.Y. (Facial Surgeon, formerly with Dr. Pratt) Face Lifting and Blemishes, Age Signs, Facial feature corrections. Appointments. Pennsylvania 6-3519

**ALCÉE SKIN REJUVENATOR**—a Cream Made Fresh for each client. Composed of finest ingredients—no waxes or preservatives. Restores complexion of youth. \$3 postpaid. Mme. Alcée, 580-5th Ave., N.Y.

## BON VOYAGE & GIFT BASKETS

**ALICE H. MARKS**, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious tidbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282

## CATERERS & CONFISEURS

**VENDÔME**—Table Delicacies—18 E. 49th St., N.Y. Wick. 2-2224. Specialist in fresh Russian Caviar. Catering from "European Buffet Counter." Terrapin, Pâté de Foie Gras, Vendôme Cheese, Virginia Ham Cooked

## CHILDREN'S SHOP

**THE CHILDREN'S CENTER and BOOKSHOP.** Furniture & Decorations for Nursery & Playroom. Books, Educational Toys, Party Favors. Furniture Catalogue, 25 cents. 108 East 57th St., New York

## CHILDREN'S & MISSES' THINGS

**NANINE**—510 MADISON AVENUE, N.Y.C. Chic children's clothes of painstaking workmanship. Girls to 12, boys to 6. Coats and hats are moderately priced. Charming layettes and nursery accessories

**STAFF of NANA, LTD.** Designer of Jeune fille and enfants Clothes is now associated with Myette Mange, at 37 West 57th Street, New York City. Telephone Plaza 3-1526. Reasonable Prices

## CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

## CLEANING & DYEING

**SADLEIR**—38 West 31st St. Dry Cleaning, Dyeing, French plaiting, Hemstitching, Buttons covered, Hats cleaned and blocked. Expert workmanship. Mail orders. Catalog. Lack. 4-2069. Mirror Bldg.

**AVOID having your silk garments shrunken or lose their new finish** by entrusting your orders with us. Use Telephone Directory for nearest branch office. Schwarz and Forger, 400-410 W. 125 Street

**KNICKERBOCKER Cleaning & Dyeing Company.** High class cleaners and dyers. Main office 402 East 31st Street, New York City. Branch offices in New York, New Rochelle, Greenwich and White Plains

**PAUL'S**—56 East 55th St., NEW YORK. Experienced cleaners and dyers. Hand work exclusively. Expert and prompt service. Moderately priced. Mail orders given immediate attention. Wickersham 2-5656

## CORSETS

**LOUISE GREENWOOD, CORSET EXPERT.** Every description corset, corselette, brassière—imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N.Y. Long. 5-8173

**MISS ELEANOR, FORMERLY with MME. BINNER.** Modern art in corsetry. The Strapless Brassière, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N.Y.

## DELICACIES

**PECANS OF AMERICA**—Cream of the Crop, for those who enjoy fine things. Also Gift Boxes of fine pecans. Write for illustrated price list. Hitchcock Pecan Company, Hitchcock, Texas

**MAISON GLASS** suggests for your Holiday Gifts a basket full of table delicacies for \$7.00; deliciously cooked sugar-coated Smithfield Virginia Ham \$7.00 to \$12.00; a jar of our special fresh Russian Caviar \$10.00 per pound. All attractively wrapped. Mail in your order with card to enclose and it will have our immediate attention. 15 East 47 Street, New York. Phones, Wisconsin, 2-3316-7

## DRESS SHOP

**JANE ENGEL—AT 1046 MADISON AVENUE.** New York City, is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5016

## DRESSMAKING & REMODELING

**THE MENDING SHOP.** French gowns copied; suits, frocks & wraps remodeled & restyled. Your wardrobe made smart & wearable. Miss H. Redding Coughlin, 17 E. 48th St., N.Y. No Branches. Tel. Eldorado 5-2331

**MISS VALENTINE**—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 605 Fifth Ave., New York City. Vol. 5-4941

**MME. CLERY—HIGH CLASS DRESSMAKING.** Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 799 Lexington Ave. (near 62 St.), N.Y. Regent 4-0592

## EMPLOYMENT AGENCY

**SELECT your colored help, male or female, from a superior & competent group of prospects.** References investigated. Service prompt & courteous. Albion Employment, 270 W. 136 St., N.Y.C. Edgecombe 4-3080

## ENTERTAINMENT

**CHILDREN'S ENTERTAINMENT BUREAU.** Also known as "The Party Factory." Everything for Children's Parties from sending the invitations to picking up the last broken balloon. Favors—Decorations—Plans—Magicians—Trained animals—Games—Punch and Judy. Out-of-town entertainments arranged. Saks-Fifth Avenue, New York City. Telephone Plaza 3-4000. Extension 165

**CORNELIA KANE—ASTROLOGER**—Detailed Horoscopes individually written \$5.00, including two year forecast \$10.00. Send date, hour and place of birth. 509 Fifth Avenue, New York City

**PUNCH & JUDY SHOW**—Magician & live rabbit, Marionettes. Available for children's birthday parties, private homes, society fairs. D. Belmont, 457 Fairview Ave., Brooklyn, N.Y. Evergreen 2-7729

## FURS

**\$95 TO REMODEL** and reline Black Caracul coats like new. Choice of all the latest styles. Finest workmanship. Richard Koppen, formerly with Gunther, 17 West 45th St., N.Y. Tel. Bryant 9-3368

## GAMES

**CAMELOT—GREAT NEW AMERICAN GAME** now sweeping into fashionable popularity. "A masterpiece in games—a new delight," says Mr. E. V. Shepard. Mr. Milton C. Work calls it "A brilliant game of extraordinary fascination." The Castle Edition. New, with Red and White Ivoroid pieces is a joy to play with. Price \$5. F. A. O. Schwarz, Fifth Avenue at 58th St., New York City

## HAIRDRESSING ESTABLISHMENTS

**J. SCHAEFFER**, over 12 years New York's leading Permanent Wave Specialist. All methods. Becoming individual effects. J. Schaeffer Inc., 590-5th Ave., at 48th, N.Y. Bry. 9-7614, also Hotel St. Regis, Plaza 3-4500

**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hairgoods. Charles Bock, 20 East 57th Street, N.Y. Plaza 3-5610

**EMILE**—Permanent Waving Specialists. Carrying also exclusive lines of lingerie and cosmetics. Salons at 813 Lexington Ave. (63 St.) Regent 4-8245 and 1429-6th Ave. (58 St.) Circle 7-7563, New York

**MISS EMMA** formerly with CLUZELLE has opened her own beauty salon. Associated are Miss Margaret, hair coloring specialist, Miss Tessie, beauty culture and M. Frank, permanents. 545-5th Ave., N.Y.C.

## HAIR & SCALP SPECIALISTS

**ANNA S. BURKE**, well-known scalp specialist, announces she has taken over Waldeyer & Betta establishment, 665 Fifth Avenue, 53rd Street, New York City. Telephone Plaza 3-2812

**LOUISE BERTHELOU** features special treatments for permanently waved hair. Softens, tones, sets wave without sticky lotions. 424 Madison Avenue, New York. Telephone Wickersham 2-9585

## HAIR COLORING

**HAIR-COLORING DONE SCIENTIFICALLY** on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physician. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

**FRANÇOIS HAIR COLORING SPECIALIST** says "I can restore your hair to its natural color & lustre". Poorly dyed hair corrected. Visit our new daylight department at 9 East 49 St. Plaza 3-6226

## HAIR GOODS

**MANUEL TRANSFORMATIONS**, slight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N.Y.

**FRANÇOIS QUALITY TRANSFORMATIONS.** "Débutante Bob" wigs, finest French hair priced for the ltd. income. Mail orders promptly filled. Booklet on request. Francois—Hair Specialist, 9 E. 49 St., N.Y.

**CLEMENT'S** Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet. Mail orders a specialty. B. Clement, 47 West 56th St., N.Y.C. (Est. 30 years)

## HOUSE RENOVATING

**OPENING and CLOSING** Town and Country Residences. Complete cleaning under personal supervision. Jeannette Egerton Brown and Florence B. Kober, 572 Madison Ave., N.Y.C. Wickersham 2-7039

## LACES

**E. ZALLIO**—Antique & Modern Laces, Linen, Bridal, Boudoir Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. Est. 1905. 561-5th Ave., N.Y.

## LADIES' TAILORS

**J. TUZZOLI** makes a Suit, Coat or Gown for \$65 which cannot be duplicated under \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodelled. 18 E. 53rd St., N.Y.C.

**FABRICANT**—50 West 57 St., N.Y.C. Tel. Circle 7-3935. Your individual needs interpreted in Suits, Gowns, Coats & Furs. Fur garments expertly remodeled to newest style trends. Custom made suits—\$95

**HENRY STEVENSON**, formerly with Milgrim, features latest imported models & original creations at prices to meet the new economic trend. New address—501 Mad. Ave., Suite 403. N.Y. Plaza 3-5096

**DE PALMA**—665—5th Ave., Room 907, N.Y. Suits, Coats, Wraps & Furs smartly tailored to order. Prices low for first class workmanship & perfect fitting. Fur garments remodeled reasonably. Vol. 5-3941

**ANDRÉ BALOD, Tailor—Chapeaux Marthe.** Suits, Coats, Wraps & Furs perfectly tailored at conservative prices. Styles up-to-the-minute. Smart Hats to order. New location: 38 W. 56 St., N.Y. Circle 7-8179

## LINGERIE

**EXQUISITE FRENCH LINGERIE:** Everything in exclusive underthings direct from our Paris workrooms. Reasonably priced. Phone or write for appointment. 147 West 79 St., Apt. 15B., N.Y. SU. 7-2613

## MATERNITY APPAREL

**MME. JOSEPHINE**, Dressmaker. Individual Adaptations of Original and French Models for comfort and style during a delicate period. No catalogue. 501 Madison Ave., New York. Volunteer 5-4498

## MENDING & REPAIRING

**MOTH HOLES.** Tears, Burns on garments made invisible by weaving. Shine on clothing permanently removed. Guaranteed Damage Weaving Co., 146 Fifth Ave., bet. 19th and 20th St., N.Y. C.

**PARISIAN INVISIBLE MENDING & WEAVING Co.** Damaged clothes re-woven absolutely invisible. Valuable damasks and fine linens a specialty. 76 West 55th Street, N.Y. C. Circle 7-6318

**TEARS, BURNS AND MOTH HOLES** in Garments of any fabric re-woven like new. Parcel Post Service. French American Re-Weaving Company, 102 West 57th Street, New York City. Circle 7-3751

## MENUS & RECIPES

**JOIN THE MENU CLUB**—Dinners, Teas, Lunches, Suppers—Provides two new menus weekly. Fee \$1 a year. Book of 100 unusual recipes, \$1. Write to Mrs. E. Newman, 23 E. 74th St., N.Y. C.

## MILLINERY

**LATEST FRENCH MODELS REPRODUCED** in the Paris manner at reasonable prices. Perfect fitting. Imported materials & finest workmanship. Mail orders. Irene Franks, 48 W. 56 St., N.Y. Circle 7-6295

**REMODELLER OF HATS.** "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 56th St., N.Y. Circle 7-6295

**PELL TREADWELL HATS** draped for town or country wear to suit your type—and your ensemble. Endorsed by society matron and debutantes. Pell Treadwell, 655-5th Ave., N.Y. Wickersham 2-929J

## MISCELLANEOUS

**WANTED**—Women with extensive following to sell exclusive line of French Lingerie direct from Paris manufacturer. Liberal Commission. For details phone or write to 147 W. 79 St., Apt. 15B., N.Y. Su. 7-2613

## MOURNING APPAREL

**ARTHUR MULLEN**, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

## NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 11th St., So. Norwalk, Conn., or 8127 So. Gramercy Place, Los Angeles, Cal.

## PATTERNS

**PATTERNS CUT TO MEASURE** from Illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Welsh, 303 Fifth Ave., cor. 31 St., New York. Bogardus 4-0143

## SHOES

**SHOECRAFT SALON** "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

## SHOPPING COMMISSIONS

**EDITH V. STOVEL** of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Avenue, N.Y. Tel. Wisconsin 7-3285

**MRS. SARAH BOOTH DARLING.** Purchasing Agent. Accompanies out-of-town patrons; also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N.Y.C. Tlrfalgat 7-6153

**GEORGETTE DUNBAR EVANS** shops for or with you gratis. Shoppers' Magazine free. Purchasing Oriental & Hooked Rugs a specialty. Interior decorating. 28 East 70th St., N.Y.C. Butterfield 8-1212

**"BEAUTIFUL THINGS I SEE"**—Write for Free Pamphlet with list of bargains. Shops free for you with you or for you. Services free. Adore with you saving time and money. Adore with Helen L. Richards, 452-5th Ave., New York

**MRS. C. B. WILLIAMS**, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating. 366 Fifth Ave., N.Y. Telephone Wisconsin 7-0883

**AUDREY T. McALLISTER** offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

**YOUR SHOPPING** made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366-5th Ave., N.Y. Wisc. 7-1683

**PERSONAL ATTENTION** given to every shopping problem. I shop for or with you in finest stores without charge. Shoppers' Magazine free. Interior Decorating. Mrs. E. S. Barrie, 150 E. 93 St., N.Y. Atwater 9-1517

## SOCIAL BUREAU

**EMMA NEWMAN** offers her aid in unusual domestic problems; arranges parties of all kinds. Music, favors, menus, decorations, entertainers supplied. Consultations. 23 East 74th St., N.Y. Rtl. 4-7556

## SPORTSWEAR

**BLACKBURN-CRAIG** (Miss Craig, formerly with Abercrombie & Fitch) have a smart inexpensive collection of sportswear for Aiken & Palm Beach. Beautiful hand-knitted sweaters. 441 Madison Ave., N.Y.

## STATIONERY

**PERSONAL STATIONERY.** 100 envelopes and 200 sheets, exquisite bond paper, each with name and address in rich deep blue, \$1.00. Brookside Press, 146 Mt. Joy Place, New Rochelle, New York

## SWIMMING SCHOOL

**SWIM**—Play Squash; Exercise; Gymnasium. Scientific Instruction. Booklet C. Patented pneumatic support with written swimming instructions. \$3. Postpaid. Mary Beaton, Hotel Barbizon, 140 E. 63 St., N.Y.

## TROUSSEAUX

**PURPLE FOX**, 11 East 55th Street, N.Y. Hand-made Lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for occasions. (Workrooms at Crippled Children's School)

## WEARING APPAREL BOUGHT

**MME. NAFTAL** will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th Street, New York City. Telephone Bryant 9-6268, 9-6269

**BRYANT 9-1376 — MME. FURMAN** Pays Highest Cash Prices for Gowns, Furs, Wraps, Coats, Jewelry, Diamonds & Silverware. Phone, write or call 103 West 47th Street, N.Y. C.

## WEDDING STATIONERY

**HAND ENGRAVED Wedding Announcements.** 100 for \$13.50, correct in quality and every detail. 100 Calling Cards, \$2.75. Write for samples. V. Ott Engraving Co., 1036 Chestnut Street, Philadelphia, Pa.

**ENGRAVED WEDDING Invitations and Announcements.** Everett Wadley Co. has for generations insured highest quality at reasonable prices. Prepaid Rock Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

## WEIGHT REDUCING

**SCIENTIFIC WEIGHT REDUCTION** by Conservative Methods. Varicose veins treated by injection. Medical Department, Plastic Surgery Institute, 745 Fifth Ave. (58 St.), New York City. Volunteer 5-2963

**REDUCE WEIGHT & CORRECT THE FIGURE** without diet or medicine. We possess every device. Electrical and Mechanical, for successful treatment. Dr. Savage Institute, 122 E. 42nd St., Cal. 5-6256

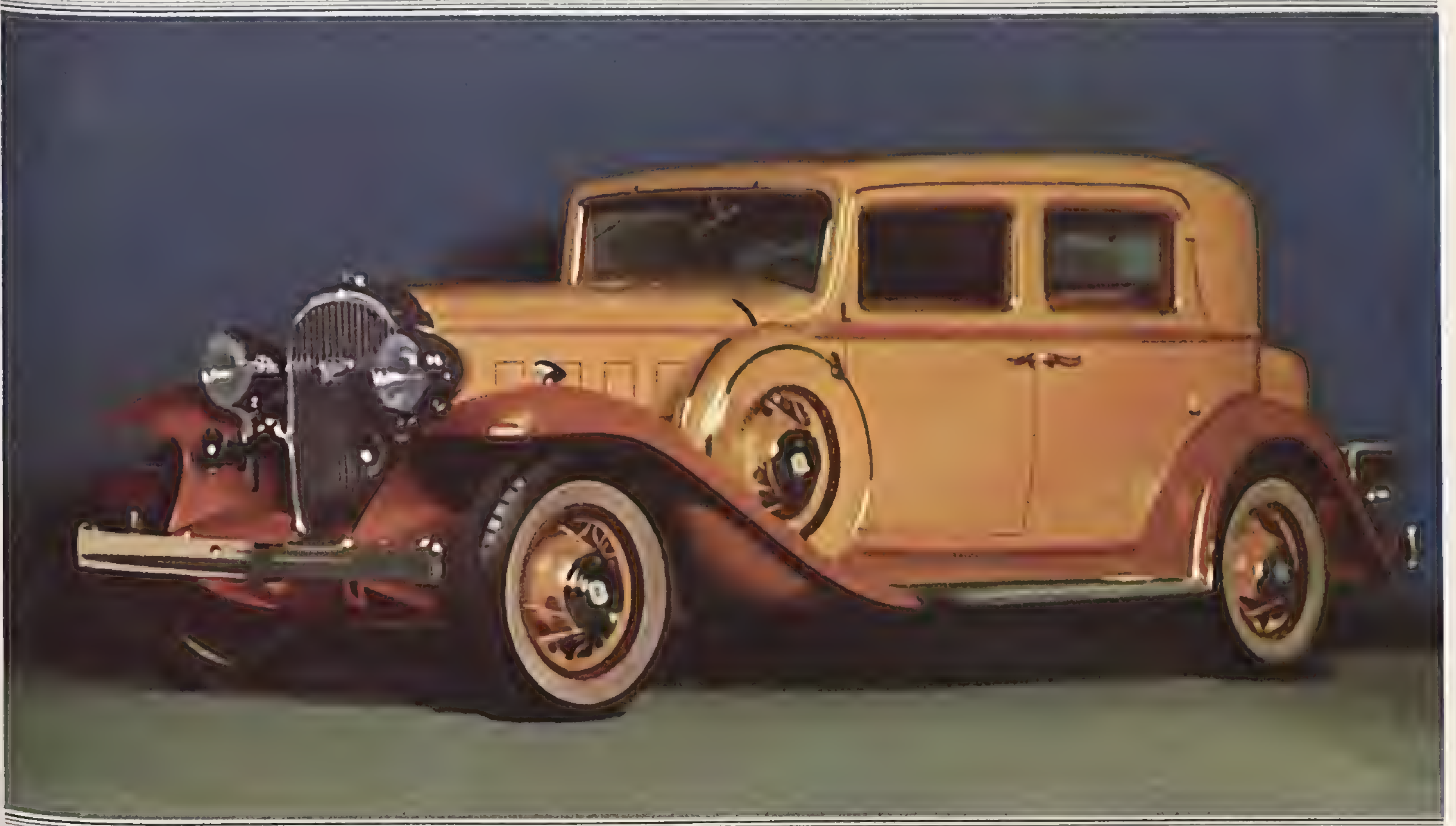
**LADIES ATHLETIC CLUB, Inc.**—Unexcelled gymnasium facilities, including all the latest Circle for reducing and toning. Brochure on request. Circle 7-5269. Park Central Hotel, 7th Ave. (55) N.Y.C.

**HILDA LARSON—MASSEUSE.** Will help you keep a lovely and graceful figure. Reducing massage and general health building. By appointment only. 101 East 48th Street, New York City. Plaza 3-2579

**VOGUE** offers you this classified Guide as a convenience when shopping. Here you will find many interesting and out-of-the-way shops. Patronize them once, and you will return many times



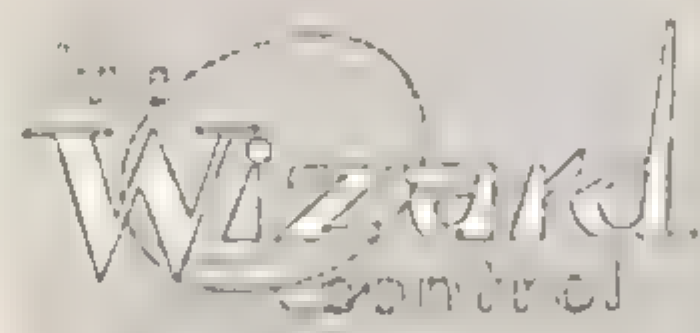
# THE OUTSTANDING BUICK OF ALL TIME



To readers of VOGUE who  
want to know the newest thing  
in motor cars     1     1     1     1     1



PRODUCT OF GENERAL MOTORS



You'll be telling your friends, "When better automobiles are built, Buick will build them," after examining the New Buick Eight.

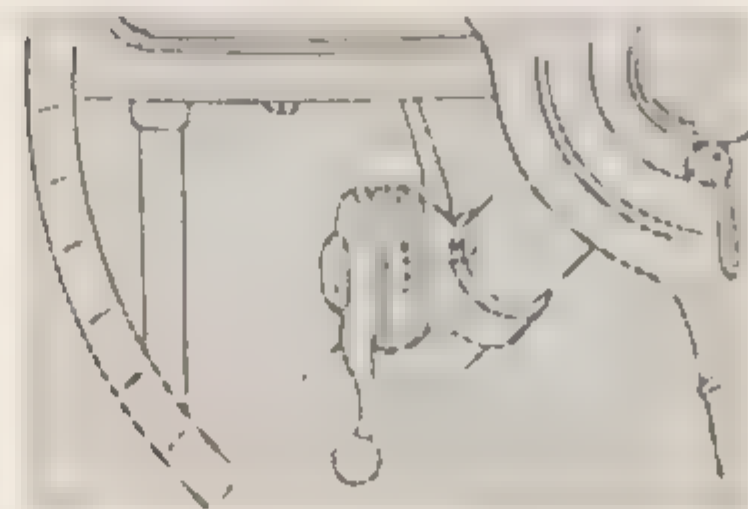
For here is the outstanding Buick of all time, with more new, interesting and revolutionary advancements than any Buick of recent years!

For example, *The Wizard Control*—major engineering advancement since the self-starter, combining the following three great features:

*New Automatic Clutch*—making it possible to shift *all* gears—first, second, third or reverse—without using the clutch pedal.

*New Free Wheeling*—with instantaneous change from Free Wheeling to Conventional Drive or vice versa.

*New Silent-Second Syncro-Mesh Transmission*—imparting a truly silent second speed as well as brilliant new acceleration.



For example, *The Ride Regulator*—a vital new comfort factor, permitting such precise adjustment of shock absorbers that the driver may choose his ride to meet road conditions, number of passengers and car speed.

And, more important still, *The New Buick Valve-in-Head Straight Eight Engine* (High Compression optional without extra cost)—providing an order of fleet, virile performance heretofore undreamed of in automobiles at or near Buick's price.

Study these and the many other Buick features, including newly-styled Bodies by Fisher, and you'll know the newest thing in motor cars. You'll know, too, that these four Eights at new low prices are destined to surpass even Buick's present four-to-one sales leadership over all eights in its price range.

(Ride Regulator available on Models 32-56 and 32-57 at extra cost.)

Buick Is On The Air—Tune in this superb new program dedicated to Buick owners and their friends . . . every Sunday Evening at 9:45 (Eastern Standard Time) over the N. B. C. Red Network and supplementary radio stations.



# THE MONARCH OF BERMUDA



*"I am the Monarch of Bermuda. I place myself  
at your command for the most glorious short  
sea-voyage in the world. Come and be served!"*

So might the great new "Furness" ship speak for herself. Nor could another lay claim to her throne. No other liner afloat offers, as she does, a private bath with every room, even in second class! And every detail of her design is keyed to that great refinement. Two swimming-pools, two night-club cafés, a sports deck large enough for a dozen tournaments . . . many unusual features undreamed-of before are realities now on the "Monarch of Bermuda."

Rejoice with us in this super-luxury liner of 28,060 displacement tons. She awaits your pleasure for a modern two-day voyage to Bermuda!

For sailings on the "Monarch of Bermuda", her running mate the M. S. "Bermuda", 25,750 tons displacement, or the S. S. "Carinthia", apply to any authorized travel agent or the Furness Bermuda Line, 34 Whitehall St. (where Broadway begins) or 565 Fifth Avenue, New York City.

## FURNESS *Leads the way to* BERMUDA



## ARIZONA

## Hot Springs

**Castle Hot Springs Hotel & Bungalows.** A resort noted for its hot mineral springs and glorious climate. Golf, tennis, swimming. Superlative cuisine.

## Phoenix

**Westward Ho.** The home of true hospitality & luxurious comfort. Concert & dance music. Every sport available. European Plan. Fifteen stories. Fireproof.

## CALIFORNIA

## Arrowhead Springs

**Arrowhead Springs Hotel & Bungalows.** In foothills. Mineral waters, Baths, Golf, Riding, Tennis, Swimming. Excellent food, American Plan. Booklet.

## Beverly Hills

**The Beverly-Wilshire.** Hotel or apartment accommodations. Handy to golf courses, theatres, shopping districts. Unexcelled cuisine. Booklet on request.

## Hollywood

**Hollywood Plaza.** The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

## La Jolla

**Casa de Mañana.** Distinctive, modern, excellent cuisine, steam heat. Golf, Beach Club, all sports. Four from Agua Caliente. Booklet.

## Long Beach

**Hotel Virginia.** One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreational. American Plan. Unexcelled Cuisine. Golf.

## Los Angeles

**Furness Bermuda Line.** For rates, reservations; information, call or write R. V. Ross, Manager, 520 Central Building, Trinity 7793.

## Pasadena

**Vista del Arroyo Hotel and Bungalows.** In the beautiful westerly residential section. On brink of Arroyo (canyon). 400 rooms. Open all year.

## San Francisco

**Furness Bermuda Line.** For rates, reservations; information, call or write A. F. Sidebotham, Manager, 704 Balfour Building, Garfield 7030.

## Santa Barbara

**Biltmore Hotel.** Finest and largest. Suburban. In grove of grand old trees on ocean beach with mountains at back. All outdoor sports. American Plan.

**El Encanto Hotel.** California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf, Riding.

**Miramar Hotel and Bungalows.** Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

## Yosemite National Park

**The Ahwahnee.** No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. \$10.00 to \$16.00.

## DISTRICT OF COLUMBIA

## Washington

**The Dodge Hotel.** Near the Capitol. Charm of atmosphere—excellent food and accommodations—the advantage of an established "No Tipping" Service.

**Wardman Park Hotel.** "Social Center of the Nation's Capital." 800 outside rooms. Tennis, swimming, riding, golf, dancing. Rates \$5, s., \$8, d.

## FLORIDA

## Daytona

**The Osceola-Gramatan Inn.** Cottages & Golf Course. A distinctive hotel for persons of culture & refinement. \$6. up single, \$12. up double. Excellent cuisine.

## Hollywood

**Hollywood Beach Hotel.** Florida's finest. Directly on ocean. Accommodates 1000. Bathing from rooms. Private 18-hole golf course. Booklet.

## Miami

**The Columbus.** "Miami's Finest Bay Front Hotel." Overlooking City Park and Biscayne Bay. Roof Dining-room. Accommodates 500. European Plan.

**The Dallas Park.** A thoroughly modern steam heated apartment hotel. Electric Refrigeration. Hotel service. Overlooking Biscayne Bay & Miami River.

## Miami Beach

**The Flamingo.** Famed for its service, cuisine and ideal location. Bungalows with Hotel Service. Outdoor pool, beach, cabanas, solarium; lower rates.

**Roney Plaza.** America's finest ocean front hotel. New cabana club and pool. Private bathing beach. Opens Thanksgiving Day. Early reservations advised.

## New Smyrna

**New Smyrna Hotel.** In Tropical Park overlooking Indian River. Centre of Fruit Section. Golf, Bathing, Fishing, Yachting. Homelike. Moderate Rates.

## St. Augustine

**Monson Hotel.** A modern, comfortable winter home delightfully situated on Matanzas Bay. Excellent golf and other recreational facilities. Booklet.

## St. Petersburg

**Soreno Hotel.** On Tampa Bay. Modern, fireproof. 310 rooms, each with bath. Service and cuisine of highest order. Every sport attraction. Booklet.

## Winter Park

**Virginia Inn on Lake Osceola.** Boating, Fishing, Golf at its best. Excellent table and service. American Plan. J. J. Hennessy, Mgr.

## ILLINOIS

## Chicago

**Furness Bermuda Line.** For rates, reservations; information, call or write H. C. Wilson, 307 North Michigan Avenue, Central 5801.

## INDIANA

## French Lick

**French Lick Springs Hotel.** World famous Spa. Home of Pluto. Golf, tennis, horseback. All-year Climate Ideal in the Cumberland foothills. Amer. Plan.

## LOUISIANA

## New Orleans

**New St. Charles.** In the heart of the city. Noted for refinement and real service. Always recommended to ladies traveling alone. Reasonable rates.

## MAINE

## Bethel

**Bethel Inn.** Noted for its individuality. An Unusual Inn for Rest and Recreation. Heated Garages. All Winter Sports are featured. Booklet.

## Portland

**Furness Bermuda Line.** For rates, reservations; information, call or write A. R. Binning, Manager, 1 India Street, Preble 2615.

## MARYLAND

## Baltimore

**Furness Bermuda Line.** For rates, reservations; information, call or write J. M. Cloud, Manager, Furness House, South Street, Plaza 4390.

## MASSACHUSETTS

## Boston

**Furness Bermuda Line.** For rates, reservations; information, call or write H. L. Porter, Manager, 10 State Street, Hubbard 1500.

**The Lenox, Brunswick and Bradford.** Three famous Boston hotels under L. C. Prior Management—9 dining rooms. Garage service. Room tariff \$3.-\$5.

**Hotel Puritan.** On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

## Boston—Brookline

**Hotel Beaconsfield.** Located in Boston's zone of relaxation, out of the noise, yet accessible to the business and social center.

## MICHIGAN

## Detroit

**Furness Bermuda Line.** For rates, reservations; information, call or write W. G. Roche, Manager, Dime Bank Building, Cadillac 9524.

## MISSOURI

## St. Louis

**The New Jefferson.** "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

## NEW HAMPSHIRE

## Hanover

**The Hanover Inn.** At Dartmouth College. 100 rooms, 60 baths, elevator. Highest type hotel service. Excels in all winter sports and good living.

## White Mountains—Franconia

**Peckett's-on-Sugar-Hill.** In quaint New England. Open all year. Featuring winter sports. Alberg method skiing taught free by Austrian professional.

## NEW YORK

## New York City

**The Dorset.** 30 West 54th St. Not just another apartment-hotel; a home that's a revelation to live in! One to six rooms.

**Furness Bermuda Line.** For rates, reservations; information, call or write C. M. Armstrong, PTM, 34 Whitehall St., or 565-5th Ave., BO 9-7800.

**The Parkside.** Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

**The Roosevelt.** Madison Ave. & 45th St. Fifth Avenue shops one block away, the theatres two or three. In the very center of things—yet fashionably quiet.

## NORTH CAROLINA

## Asheville

**Grove Park Inn.** American Plan. Absolutely fireproof. Open all year. Finest resort hotel in the world. Golf, tennis, dancing, riding, fishing, etc.

## Sedgefield, Greensboro

**Sedgefield Inn.** Now open. A delightful mid-South resort hotel, situated directly on golf course. Riding, golf, and tennis. Booklet.

## PENNSYLVANIA

## Philadelphia

**The Benjamin Franklin.** A United Hotel. 1200 large rooms all with bath. 3 restaurants. Horace Leland Wiggins, Managing Director.

**Furness Bermuda Line.** For rates, reservations; information, call or write L. R. Holmes, Manager, Public Ledger Building, Lombard 4352.

## SOUTH CAROLINA

## Summerville

**The Carolina.** November-May. Luxurious rest or recreation among the pines. 2 golf courses, grass greens, riding, hunting. Moore Owner-Management.

## TEXAS

## El Paso

**Paso del Norte.** El Paso's largest—and decidedly El Paso's best. All-year golf and other sports. Five minutes from enchanting Juarez, Mexico.

## VIRGINIA

## Newport News

**Furness Bermuda Line.** For rates, reservations; information, call or write G. W. Pierce, Manager, C. & O. Building, River Road, Newport News 816.

## Norfolk

**Furness Bermuda Line.** For rates, reservations; information, call or write C. E. Kenworthy, Manager, Bankers Trust Building, Norfolk 25615.

## Old Point Comfort

**New Chamberlin.** Excellent cuisine. 300 rooms with bath. Indoor saltwater pool, solarium, water sports, golf, dancing. European or American Plan.

## WEST VIRGINIA

## White Sulphur Springs

**The Greenbrier and Cottages.** America's premier all-year resort. Greatly enlarged—350 additional rooms. 3 golf courses. World-famous waters—baths.

## AFRICA

## Morocco

**Residence du Maroc.** Ideal climate for Spring or Winter. Lovely scenery. Impressive monuments of the Arabian civilization.

## BERMUDA

## Hamilton

**Princess Hotel.** Directly on Hamilton Harbour. Socially discriminating clientele. All recreational features. Symphony and Dance Orchestras. Booklet.

## CANADA

## Halifax, Nova Scotia

**Furness Bermuda Line.** For rates, reservations; information, call or write A. Montgomerie, Manager, 71 Upper Water Street, Bishop 6112.

## Montreal, Quebec

**Furness Bermuda Line.** For rates, reservations; information, call or write J. P. Nicoll, Manager, 315 St. Sacrament Street, Marquette 1223.

## St. John, N. B.

**Furness Bermuda Line.** For rates, reservations; information, call or write D. W. Ledingham, Manager, 22 King Street, Dial 2615.

## St. John's, Newfoundland

**Furness Bermuda Line.** For rates, reservations; information, call or write J. P. Carrey, Manager, Water Street, East St. John's 2373.

## Vancouver, B. C.

**Furness Bermuda Line.** For rates, reservations; information, call or write H. F. Harrison, Manager, 219 Marine Building, Trinity 1236.

## CUBA

## Havana

**Hotel Plaza.** In the very heart of Havana's gay social life and the luxurious home of visiting Americans. Enchanting Roof Garden.

## ENGLAND

## London

**Carlton Hotel.** Pall Mall. Central heating. Famous restaurant and grill room; palm court and ballroom. Bathroom to every bedroom.

**Goring Hotel.** Belgrave, S.W.I. near Victoria Sta. & Always Terminus. Each room has private bathroom & central heating. Personally conducted.

**Park Lane Hotel.** Piccadilly, W. I. Overlooking Green Park. 30 rooms with bath. 32 suites. Garage. Telegrams "Keighbrace Audley London."

**Ritz Hotel.** Piccadilly. Overlooking Green Park, in the most fashionable quarter of London. Central heating, famous restaurant and grill room.

**Royal Court Hotel.** Sloane Square, S. W. I. 120 rooms with central heating & running water. French cuisine. Central quiet. Swiss management.

## Torquay

**Grand Hotel.** This is the summer resort of Royalty. As a social rendezvous, it ranks supreme among British resorts. 200 Rooms. Phone 2234.

## FRANCE

## La Baule

**La Baule.** The most picturesque beach in Brittany. Season from Easter to October. The Hermitage Hotel offers excellent accommodations.

## Nice

**Hotel Alhambra.** Beautifully situated in a private park at Cimiez. Private phones in every room. Open all year. Moderate rates.

## St. Jean-de-Luz

**Golf Hotel.** The best and most reputed resort hotel on the sea-front. Hotel Britannia under same management. Every modern comfort.

**Grand Hotel d'Angleterre.** The best central location. Extremely comfortable. Excellent cuisine and wines. Moderate terms.

## St. Raphael, Valescure

**Le Grand Hotel.** Ideal location. Spacious grounds, all conveniences and moderate price. Summer: Hotel National, Praz de Chamonix.

## GERMANY

## Freiburg

**Zahringerhof Hotel.** This old hotel has long been famous for its hospitality. It offers you every modern convenience. 110 rooms—50 bathrooms.

## Nuremberg

**Grand Hotel.** The leading house, conveniently situated near the railway station. Two hundred rooms; artistically furnished. Every modern comfort available.

## Wiesbaden

**Hotel Schwarzer Bock.** First class family hotel. 280 beds. Medical bath in the house. Golf, tennis, etc. Th. Schaefer, Proprietor.

## INDIA

India. Now as easy to tour as Europe. Send for Booklet "Ten Tours Through India". India State Railways, Delhi House, 38 East 57th Street, N. Y.

## IRELAND

## Belfast

**Grand Central Hotel.** 200 bedrooms with hot and cold water. Single rooms from 7/6 up; Double 14/-. Also private suites. Telegrams "Gracent Belfast."

## ITALY

## Naples

**Parker's Hotel.** Overlooking the most beautiful Bay in the world with Vesuvius looming up in the background. First-class hotel.

## Rapallo

**Excelsior & New Casino.** Strictly first-class. Situated in most ideal spot of the Riviera. Winter and Spring Resort, summer bathing season. Open all year.

## Rome

**Eden Hotel.** Overlooking the splendid gardens of the Ludovisi Quarter, provides comfortable and luxurious headquarters in the centre of the Eternal City.

**Palace Hotel.** A hotel de luxe at reasonable rates. Situated in nicest part of Rome and frequented by the aristocracy and best of international society.

## San Remo

**Royal Hotel.** Picturesquely located amidst spacious gardens. Golf and tennis. 300 rooms. Write for booklet. M. Bertolini, Prop.

## SOUTH AFRICA

For travel information apply: American Express Co., 65 B'way, N.Y., or Thos. Cook & Son, 587 5th Ave., N.Y., or any office of these two companies.

## SWEDEN

**Northern Europe's Playground.** A new and interesting experience awaits you. Write the Swedish State Railways, Dept. T D, 551 Fifth Ave., N.Y.C.

## SWITZERLAND

## Bâle

**The Three Kings' Hotel.** On the famous Rhine. The leading house of Bâle. Apartments with baths. Garage. Phone.

## Geneva

**The Beau-Rivage.** Finest position on the lake, facing Mt. Blanc. Latest entirely renovated hotel in Geneva. Rendezvous of English and American Society.

## Lausanne

**Palace Beau Site.** Lausanne's most cheerful, most homelike hotel. Splendid view overlooking park. Tennis, golf, garage. Justin Baumgartner, Manager.

## Les Rasses

**Le Grand Hotel.** Jura Vaudois 1200 m. Incomparable for winter sports. 1st class family hotel at moderate rates. Bar, Orchestra. Skier's Paradise.

## Lucerne

**Grand Hotel National.** An unsurpassed location overlooking the Alps. Every modern comfort and convenience. 18-hole golf course.

## St. Moritz

**Badrutt's Palace Hotel.** Here is a palatial residence for the best society and a first class family hotel. All sports available.

## Vevey La Tour

**The Balaria Club.** Between Vevey and Montreux. Well furnished apartments (4 to 7 rooms) with every modern convenience. Library and reading room.

## WE BEGIN A NEW TRAVEL SERVICE

To make this Directory more useful to you, branch office addresses (with telephone numbers) of travel concerns using page advertisements in Vogue will be listed here by states and towns. When you see a travel advertisement that intrigues you, look up the nearest branch office, here you will find the name of the man to get in touch with—the man in charge. We would appreciate it if you'd tell him how you got his name.

If no branch office is listed, address the head office of the advertiser. And, of course, Vogue will always be glad to help in any way it can either with travel or travel fashion information. Address: Vogue's Travel Advertising Department, 1928 Graybar Building, Lexington at 43rd, New York.





## FRANCONIA WORLD CRUISE

Names in a geography... that's what they were before. Now they are realities. Glorious, primitive Bali... Saigon, metropolis of the Cambodian jungle... Zamboanga, Nikko, Canton, Korea... all without extra cost as part of the regular itinerary, in addition to the other star-spots of the cruise.

Rates signally reduced... only \$1750 up. 33 ports of call. 140 days aboard a liner fitted like a continental hotel. A cruise ship of comfort, distinction and renown. In most of the ports visited, the unusual convenience of deck-to-dock transportation.

Boutheast from New York January 9.

Literature from your Local Agent or

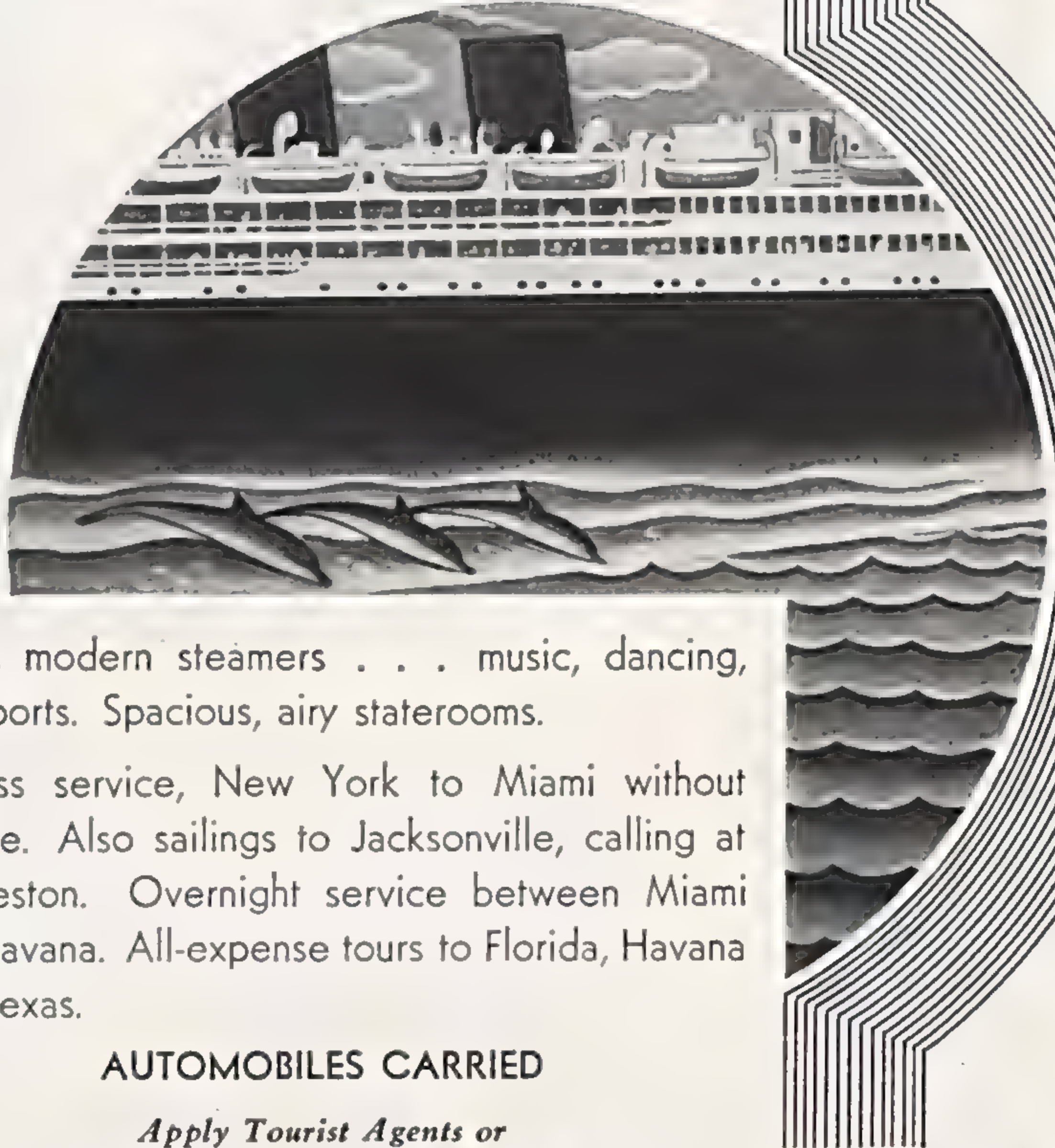
**CUNARD LINE**

25 Broadway, New York

**THOS. COOK & SON**

587 Fifth Avenue, New York

## to FLORIDA and HAVANA



**B**IG, modern steamers . . . music, dancing, sports. Spacious, airy staterooms.

Express service, New York to Miami without change. Also sailings to Jacksonville, calling at Charleston. Overnight service between Miami and Havana. All-expense tours to Florida, Havana and Texas.

**AUTOMOBILES CARRIED**

*Apply Tourist Agents or*

**CLYDE-MALLORY**  
*Lines*

Pier 36, North River or  
545 Fifth Ave., New York

AGWI  
LINES

## Hotel Pierre

FIFTH AVENUE AT SIXTY-FIRST STREET  
NEW YORK

### Reservations

*now being made for*

*The Coming Season*

*for*

### Suites

*for brief or extended visits*

*and for*

The Grand Ballroom

Smaller Ballrooms

Balcony Dining Rooms

*A Famous Restaurant*

CHARLES PIERRE, President and Managing Director



Dear Jim:

This isn't Mrs. Bob. It's me under a Costa Rican palm! I'm turning into a long-haired poet down here in this Crusoe country. Never saw such colors. Imagine a whole jungle of orchids! That's just about what we had out of Limon on the way up. Most beautiful mountain ride I ever saw. Feeling fine. Marvelous climate here in San Jose. And this new Gran Hotel is something to write about—it's no wonder that Costa Rica's proud of it.

Drop a line to the United Fruit Company—I forget the address\*—and get the dope on their cruises to the Caribbean and West Indies. Do it before you get any older.

*Bob*

(\*How could he? It's Pier 3, North River, Dept. I, New York, N. Y.)

### GREAT WHITE FLEET

Three sailings weekly from New York and New Orleans.

Cruises from New York 18 to 22 days—\$145. and up.—From New Orleans 10 to 16 days—\$100. and up

N. B. Of course he raved. Bob was one of the happy fortunates on that de luxe Costa Rica Cruise. Stops at Miami; Havana; Port Antonio, and Kingston, Jamaica; Panama Canal Zone; and Costa Rica. \$225. and up.



*Anchors Aweigh!* The S. S. Talamanca, first of our six new ships, will make her maiden trip from New York to San Francisco late in December. Stops at Miami, Havana, Kingston, Panama Canal, and Los Angeles.

Write for details.





## « « « ARCHWAYS OF ADVENTURE

**P**EERING from some cloistered arcade that opens on a little crooked street or cobbled plaza, you too will sense the Old World charm of Cuba. It's hard to believe that within just a few hours of the United States there is a country with such gracious contradictions of the 20th Century . . . archways, courtyards, grilles, balconies and time-stained house fronts, in which is traced the art influence of the Moors and the medieval civilization of Spain. Turn the corner — and there you are in a modern business street of smart shops, brilliant and bustling. A country of exhilarating contrasts . . . Cuba offers endless variety for your winter vacation . . . nearly all the sports—horse racing, golf, surf-bathing, jai alai, tennis, yachting, polo, deep-sea fishing (and what fishing, too!), horse-back riding, hunting . . . gay social diversions in Havana, Santiago, and the other cities . . . with the unspoiled beauties of the countryside — the Viñales and Yumurí valleys, the Cobre Mountains, the tobacco, coffee and sugar plantations. Briefly, a whale of a good time . . . for everybody . . . at economical costs — another of Cuba's surprising contrasts.

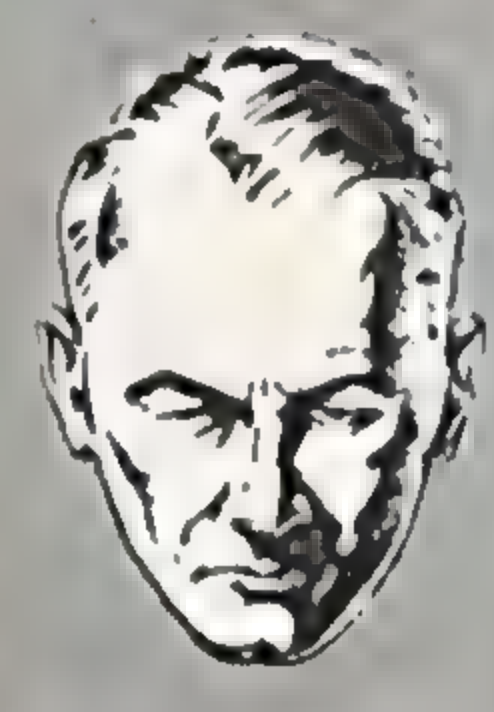


Send for interesting pamphlet "Cuba", Cuban National Tourist Commission, Havana, Cuba, or Room 2807, 10 East 40th St., New York City.

# C U B A

Year-Round Playground of the Americas

# WATCH YOUR HUSBAND



These are times when business pressure, worry, "nerves" break men down prematurely. They, themselves, are the last to recognize or heed the danger signs of overwork. But wives detect them. Remember, doctors say there is nothing like a winter cruise to put tired, nervous men back into tip-top shape again.

## WINTER CRUISES FOR EVERYONE

Here are cruises planned to modern conditions—*complete*, yet short enough not to keep you away too long—and moderately priced, in keeping with present day economy. In every case the ship is your hotel throughout—at no extra cost.

# MEDITERRANEAN

## 28-30 DAYS



**BRITANNIC . . . .** Sails Jan. 9  
(*England's largest motor liner*)

**HOMERIC .** Sails Jan. 22, Feb. 22  
(*Ship of Splendor*)

**\$475 (up) First Class    \$245 Tourist**

Short cruises—yet so expertly arranged that you really see the high spots of the Mediterranean—not just three or four brief stops—but an itinerary including Las Palmas (Canary Islands), Casablanca and Rabat, Gibraltar, Algiers, Palermo, Naples and Pompeii, Monte Carlo and Nice, Barcelona and Madeira.

# WEST INDIES



Here's the most comprehensive list of West Indies trips offered. No matter when you want to go or how much time you can spare we have *your* cruise.

- 12-day "High Spot" Cruises to Havana, Nassau, Bermuda.**  
M. V. *Britannic* sailing Dec. 26 (New Year's Eve and Day in Havana).  
S. S. *Lapland* sailing Jan. 7, 21, Feb. 4, 18, Mar. 3 and 17.
- 15-16 day Caribbean Cruises including Panama Canal.**  
S. S. *Belgenland* Jan. 20, Feb. 6, 24.  
M. V. *Britannic* Feb. 10, 26, Mar. 15.
- 10-day Triangle Cruises to Havana and Nassau or Bermuda.**  
S. S. *Belgenland* Mar. 12, 23\*, Apr. 5.  
S. S. *Homeric* Mar. 24, Apr. 6.  
\*Havana, Nassau and Bermuda.

Let us, or our authorized travel agents in your community give you the full details regarding the cruise or cruises in which you are interested. It will be good news.



# WHITE STAR LINE

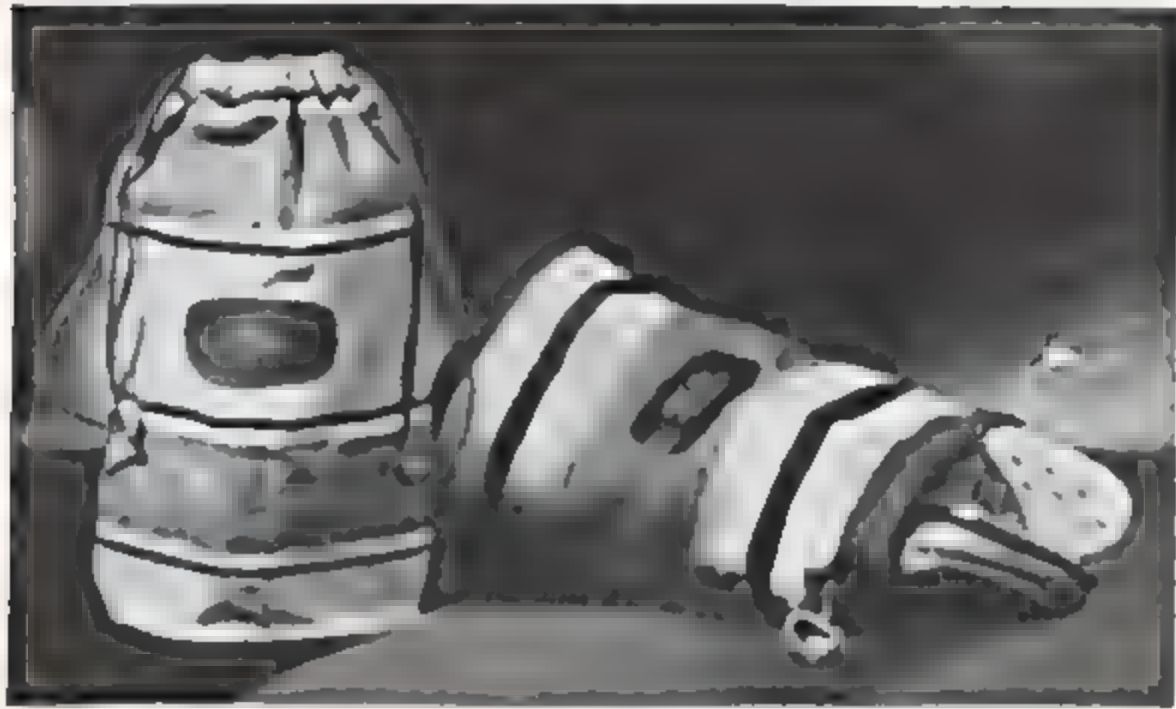
# RED STAR LINE

INTERNATIONAL MERCANTILE MARINE COMPANY

No. 1 Broadway, N. Y.; 180 N. Michigan Ave., Chicago; 687 Market St., San Francisco; our offices elsewhere or any authorized steamship agent.



LOOK...



## wonderful FOR GOLF SHOES

It's a kit bag for golf shoes. Made of strong awning cloth and calf leather—in fancy stripes. The most convenient thing you ever saw in your life. Keeps shoes clean and prevents them from soiling or tearing clothes. Invented by golfers, made by golfers, and enthusiastically adopted by golfers.

Only \$2.00 each—for men's and women's shoes. Send check or money order—or ask your shoe dealer. Give an Arnold Shu-Caddy to every golfer you know—and appropriate one for yourself. M. N. Arnold Shoe Company, Div. of The Stetson Shoe Company, Inc., South Weymouth, Mass.

Sold in New York by Best & Co.,  
Philadelphia by John Wanamaker,  
and by leading stores in other cities.

## ARNOLD SHU-CADDY



## Your Stationery is YOU!

LIKE a becoming frock, new genuine engraved personal stationery makes you appear at your best. It radiates social grace—gives distinction to your correspondence. Ask your stationer to show you the latest modes in monogram or full name designs, and order a supply today.

## GENUINE ENGRAVED Stationery



The Mark of Engraving  
identifies the genuine

ENGRAVED STATIONERY MANUFACTURERS ASSOCIATION

# in TRIPOLI

## Hobnob with BARBARY PIRATES

### The Mediterranean Cruise of the ROMA ITALY'S PALACE-SHIP

Jan. 29 to  
Mar. 1, 1932

NEW YORK—  
CASABLANCA,  
GIBRALTAR, AL-  
GIERS, NAPLES,  
VILLEFRANCHE,  
GENOA, VILLE-  
FRANCHE (2nd call),  
PALMA DE  
MAJORCA,  
TRIPOLI, MALTA,  
SYRACUSE,  
NAPLES (2nd call),  
GIBRALTAR—  
NEW YORK.

JUST 24 hours out and you're swimming in the ROMA's top-deck pool à la Lido... lounging under the striped umbrellas... sunning yourself a golden brown! You're dining marvelously and dancing every night in the moonlight. Each day is so packed with pleasure you may forget you're sailing in the wake of Old Ironsides... that you've a rendezvous with the Barbary Pirates... and there are a hundred and one joys still in store for you! The Mediterranean is rich with the treasures of the past... when ships were scuttled and sheiks roamed the deserts. You've yet to see great Gibraltar... the alley stalls of Morocco... the glittering Riviera... Tripoli... Syracuse... Naples... and many other colorful ports. You're in for 32 sunny days on the ROMA each more glamorous than the last... Minimum rate \$575.

## N.G.I.

NAVIGAZIONE GENERALE ITALIANA  
ITALIA AMERICA SHIPPING CORP., General Agents  
1 State Street, New York or local steamship agents



Courtesy of Perchino Kennels

## GIVE A DOG THIS CHRISTMAS

A fine dog is not only the gift distinctive but also the compliment delicate, an age-old symbol of good will between princes, a gift fit for a king. But while Francis I had to send henchmen scurrying through the land for a leash of hunting dogs for Henry VIII, all you have to do, in your modern setting, is to reach for your telephone or fountain pen.

In the censored kennel advertising sections of Vanity Fair, House & Garden and The American Golfer, in which only registered dogs can be advertised, appear announcements of America's leading kennels, all accustomed to sell dogs by mail, and to deliver them by express, safe and sound.

There is plenty of time left. There are no shopping worries. The advertiser will arrange all the details, but in writing tell him the breed, sex, age, size and color of the dog you have in mind, with the amount you expect to pay.

If you prefer, tell us your buying problem and we will help you find just the dog you have in mind, in ample time for Christmas delivery. No obligation, of course. Address: Kennel Department, The Condé Nast Publications, 1928 Graybar Building, Lexington at 43rd, New York.



## A Philadelphia Welcome...

that fine hospitality for which this old town is noted, awaits you at this famous doorway... In the actual center of every interest, with all the comforts and luxuries of living at your command.

## BELLEVUE STRATFORD HOTEL

Claude H. Bennett,  
General Manager

RATES  
AS LOW  
AS \$4.00  
PER DAY

# BASK

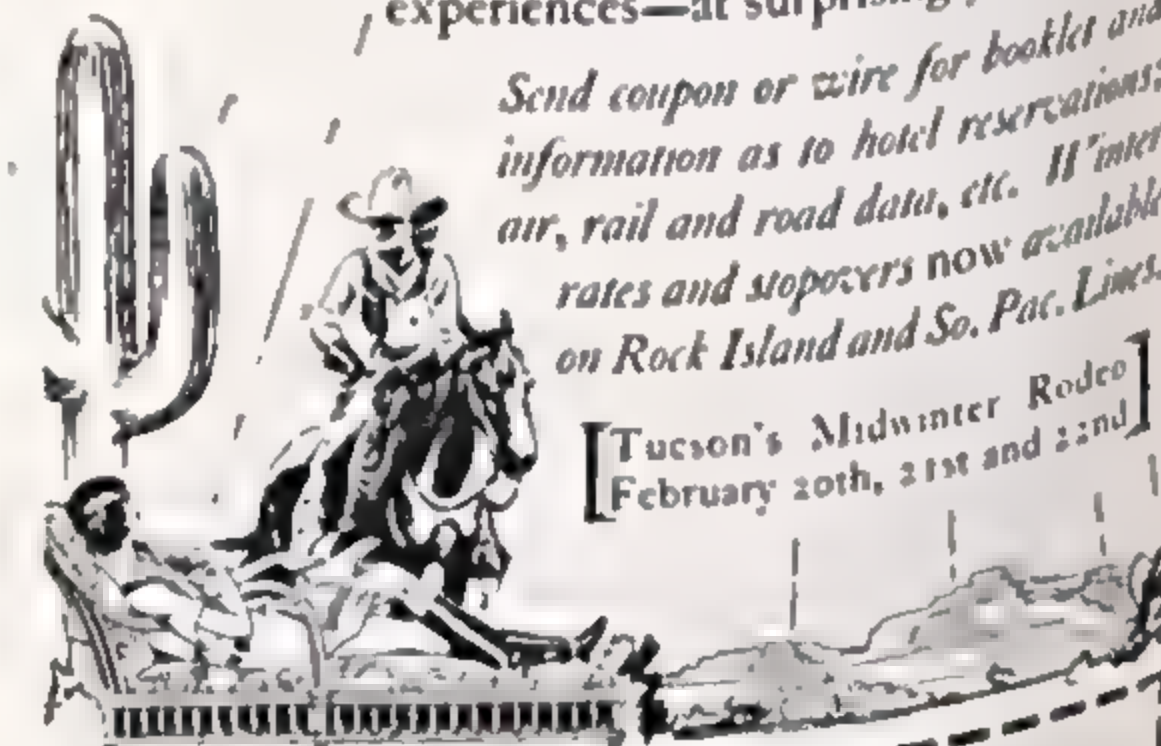
in dry, warm  
all-winter  
sunshine

Let yourself relax in the warm desert sunshine—drink in its vitalizing rays... they'll melt away your cares and worries. For winter days are golden days of leisure in Tucson.

And when you wish to play—there's sport and adventure for every mood. Golf, tennis, riding, hunting—trips to Indian villages, Old Missions, cliff dwellings, with gay Mexico two hours distant. A thousand vacation experiences—at surprisingly low cost.

Send coupon or wire for booklet and information as to hotel reservations; air, rail and road data, etc. Winter rates and stopovers now available on Rock Island and So. Pac. Lines.

[Tucson's Midwinter Rodco  
February 20th, 21st and 22nd]



## TUCSON

Sunshine~Climate Club  
ARIZONA

1120-D Old Pueblo Bldg., Tucson, Arizona  
Please send me the free "Sunshine Booklet"

Name \_\_\_\_\_

Address \_\_\_\_\_





**paris born . . .** DÉJÀ models are at all times adaptations of styles sponsored by the elite of Paris. Every dress and hat is determined from the smartest to be found at Fashion's capital and they are offered to you at exclusive shops . . . the very Social Register of the Retail Stores . . . throughout the United States and Canada. Although we have pictured but one hat and dress of our usual monthly selection, our booklet illustrates the entire group of six dresses and four hats. Write for this booklet, and we will tell you, at the same time, the name of your nearest distributor . . . In New York City at Best & Co. DÉJÀ Dresses are always . . . \$39.50 . . . DÉJÀ Hats are . . . \$10.00.

Déjà

ADDRESS A. J. SANVILLE, DÉJÀ, 550 SEVENTH AVE., NEW YORK + DÉJÀ, SOMMER BLDG. MONTREAL CANADA + SITÔT, 4 GREAT PORTLAND STREET, LONDON, ENGLAND



## SOCIETY

## BIRTHS

## NEW YORK

**Burger**—On October 19, to Mr. and Mrs. Van Vechten Burger (Rosalie Evans), a daughter.

## BOSTON

**Converse**—On October 18, to Mr. and Mrs. Roger Wolcott Converse (Rose Bullock), a son.

**Harding**—On October 19, to Mr. and Mrs. Francis Appleton Harding (Caroline Goodwin Read), a son, Francis Appleton Harding, junior.

## PHILADELPHIA

**Churchman**—On October 7, to Mr. and Mrs. Richard W. Churchman (Agnes E. Kendig), a daughter, Anne Wharton Churchman.

**Duane**—On October 12, to Mr. and Mrs. Morris Duane (Maude S. Harrison), a son.

## DEATHS

## NEW YORK

**Beach**—On October 27, George Watson Beach, husband of Elizabeth Colt Jarvis Beach.

**Edison**—On October 18, Thomas Alva Edison, husband of Mina M. Miller Edison.

**Poor**—On October 27, Henry V. Poor.

## BOSTON

**Karrick**—On October 20, James Lawson Karrick, husband of Henrietta Brewer Karrick.

**Mather**—On October 18, Samuel Mather.

**Stratton**—On October 18, Doctor Samuel W. Stratton.

## PITTSBURGH

**Clause**—On October 7, William L. Clause.

## PHILADELPHIA

**Lanier**—On October 27, Harriet Bishop Lanier, wife of the late James F. D. Lanier.

**Slater**—On October 6, Willis Appleford Slater, husband of Clara Mary Knodle Slater.

## ENGAGEMENTS

## NEW YORK

**Bailey-Nichols**—Miss Gillian Barr Bailey, daughter of Mr. and Mrs. Theodore Layton Bailey, to Mr. John Alfred Nichols, son of Mr. and Mrs. Samuel Nichols.

**Bartlett-Hinchley**—Miss Danah Bartlett, daughter of the late Doctor and Mrs. Daniel E. Bartlett, to Mr. Julian Hinchley, son of Mr. and Mrs. Samuel Parker Hinchley.

**Bramhall-Munson**—Miss Charlotte Lewis Bramhall, daughter of Mr. and Mrs. Jacques Bramhall, to Mr. George Munson, son of Mrs. Edgar Munson.

**Carpenter-Hill**—Miss Genevieve Carpenter, daughter of Mr. and Mrs. John Alden Carpenter, to Mr. Patrick Champaign Hill, son of Colonel David Hill and Mrs. Hill.

**Mills-Taliaferro**—Miss Elizabeth Mills, daughter of Mrs. Charles Henry Mills, to Mr. Albert Pendleton Taliaferro, junior, son of Mr. and Mrs. Albert P. Taliaferro.

**Richardson-Ashforth**—Miss Mariana Tremaine Richardson, daughter of Mr. and Mrs. Harold Richardson, to Mr. H. Adams Ashforth, son of the late Albert B. Ashforth and Mrs. Ashforth.

## ENGAGEMENTS (Continued)

## BOSTON

**Clough-Rathbone**—Miss Beatrice F. Clough, daughter of the late F. Roland Clough and Mrs. Clough, to Mr. John R. Rathbone, son of Mrs. William Rathbone.

**Cushing-Hibbard**—Miss Grace Cushing, daughter of Mr. and Mrs. George M. Cushing, to Mr. Charles L. Hibbard, junior, son of Judge Charles L. Hibbard and Mrs. Hibbard.

**Wales-Kingsbury**—Miss Ellen Munroe Wales, daughter of the late General Nathaniel Wales and Mrs. Wales, to Mr. Howard Thayer Kingsbury, junior, son of Colonel Howard Thayer Kingsbury and Mrs. Kingsbury.

## DETROIT

**Skæ-Phelan**—Miss Ellen Hammond Skæ, daughter of Mrs. Edward Askin Skæ, to Mr. James Joseph Phelan, son of Mr. and Mrs. James Joseph Phelan.

## PHILADELPHIA

**Clark-Sinkler**—Miss Elizabeth Conway Clark, daughter of Mr. and Mrs. Herbert Lincoln Clark, to Mr. Arthur Brock Sinkler, son of Mrs. S. Deas Sinkler.

**Galloway-Grove**—Miss Jane Gray Galloway, daughter of Mr. and Mrs. Charles Douglas Galloway, to Mr. Henry S. Grove, second, son of Mrs. Henry S. Grove.

**Strawbridge-Harvey**—Miss Elizabeth H. Strawbridge, daughter of Mr. and Mrs. Francis R. Strawbridge, to Mr. Thomas Biddle Harvey, son of Mr. and Mrs. John S. Curtis Harvey.

## WASHINGTON

**Ballantine-Cross**—Miss Barbara Ballantine, daughter of Mr. and Mrs. Arthur A. Ballantine, to Mr. John Cross, son of Mr. and Mrs. Albert Cross.

**Boardman-Baker**—Miss Virginia Boardman, daughter of Mrs. Samuel H. Boardman, to Mr. Henry Lyle Baker, junior, son of Mr. and Mrs. Henry Lyle Baker.

**Butler-Dunn**—Miss Anne Butler, daughter of Mr. and Mrs. Pierce Butler, to Mr. Edward K. Dunn, son of Mrs. C. Irwin Dunn.

**Oakes-Moore**—Miss Elizabeth Oakes, daughter of Mr. and Mrs. Herbert King Oakes, to Mr. Dan Tyler Moore, junior.

## SAN FRANCISCO

**Bolton-Lloyd**—Miss Frances Bolton, daughter of Mrs. Robert Clay Bolton, to Mr. Collins Lloyd, son of the late John Copley Lloyd and Mrs. Lloyd.

**Foster-Spalding**—Miss Jean Louisiana Foster, daughter of Mr. and Mrs. William A. S. Foster, to Mr. Frederick F. Spalding, son of Mr. and Mrs. F. P. Spalding.

**Gayley-Stephenson**—Miss Betty Gayley, daughter of Professor Charles Mills Gayley and Mrs. Gayley, to Mr. John Towle Stephenson, son of Mrs. Harley H. Stephenson.

## WEDDINGS

## NEW YORK

**Bangs-Hall**—On October 27, Mr. Francis Hyde Bangs, son of the late John Kendrick Bangs and Mrs. Bangs, and Miss Geraldine Condit Hall, daughter of the late Edward Everett Hall and Mrs. Hall. (Continued on page 31)

## THE SHOPS OF VOGUE




## SILVER MESH

forms the novel and resplendent decoration of this silver kid evening sandal. Also in gold kid with gold mesh. Entirely hand-sewn, \$22.50.

unusual mail service—send for folder vs

## SHOECRAFT

 SALON: 714 Fifth Avenue, N. Y. between 55th and 56th streets  
FITTING THE NARROW FOOT  
SIZES TO 11, WIDTHS AAAAA TO C



Our golf shoe, as illustrated at the left, is a brown willow Calf with Scotch tongues and studded leather soles.

## Country Clothes of English Design both Distinctive and Practical

The shoe, in the sketch at the right, is a combination black Suede and Lizard with a moderate walking heel.



**Fortnum & Mason Inc.**

697 Madison Avenue  
(at 62nd St.)  
New York

## THE NEW BAGUETTE OUTLINE BROOCHES



From Europe comes this clever new idea of outlining birds in graceful poses in shimmering baguette Diamonds. Pictured are two smart pieces from the Brock and Company collection which are quoted at the unusually reasonable prices of \$1225 for the upper and \$900 for the lower item.

**BROCK and COMPANY**  
LOS ANGELES

## "DON'T TELL ME YOU MANAGED THIS WITHOUT GOING TO NEW YORK!"

Yes, the Foster girls managed that brilliant table of prizes displayed on the first afternoon of the bridge club by mail. The Shoppers' and Buyers' Guide had taught them just where to write for that unique ivy bowl . . . those Colonial candlesticks . . . that musical powder box . . . and . . . newest and smartest of all . . . that tip-top cocktail table. These advertisers can make your shopping problems much easier, too. Just write for catalogues and price lists.



## THE SHOPS OF VOGUE



CRYSTAL VASE

**RENA ROSENTAL**520 Madison Avenue  
New York City407  
PARKM<sup>lle</sup> MARIE  
maison française inc.

GOWNS &amp; HATS

Tea Gowns & Lingerie  
made to order and  
ready to wear

## 'THAIS'

The truly  
'French'  
OPERA pump  
illustrated is  
scheduled for a  
gala season of  
"coming outs" and  
other social activities.

The cut out vamp, with  
criss-cross strap treat-  
ment gives its simplici-  
ty a note of ultra  
smartness.

Brown or black  
suede or black moire

\$14.50

White crepe moire  
with rhinestone in-  
lays

\$17.50

**FRENCH BOOTERY**  
586 MADISON AVE.  
Bet. 56th & 57th Street, N.Y.C.

## SOCIETY

(CONTINUED FROM PAGE 30)

## WEDDINGS (Continued)

**Carnegie-Sloan**—On October 17, Mr. Thomas Morrison Carnegie, junior, and Mrs. Julian R. Sloan, daughter of Mr. Harold Strebeigh and Mrs. Jerome Napoleon Bonaparte.

**Coudert-Murray**—On October 27, Mr. Frederick R. Coudert, junior, and Miss Paula Murray, daughter of Mr. and Mrs. Hugh A. Murray.

**Ekelund-Donaldson**—On November 7, Mr. Lars Ekelund, son of Mr. and Mrs. John Ekelund, and Miss Dora Donaldson, daughter of Mr. and Mrs. Francis Donaldson.

**Hitchcock-Smithers**—On October 22, Mr. Charles Hitchcock, son of the late Mr. and Mrs. Charles Hitchcock, and Miss Marie Louise Smithers, daughter of Mrs. Oscar Louis Gubelman and the late Charles Smithers.

**Ives-Warner**—On October 15, Mr. Wadsworth Carter Ives, son of Mr. and Mrs. Harry Candee Ives, and Miss Agnes Howland Warner, daughter of Mr. and Mrs. Lucien T. Warner.

**Palmer-Lewisohn**—On October 14, Mr. Paul Palmer, son of Mr. and Mrs. Franklin Sawyer Palmer, and Miss Eveiyn Lewisohn, daughter of Mr. and Mrs. Frederick Lewisohn.

**Phipps-Price**—On October 22, Mr. Howard Phipps, son of Mrs. Henry Phipps, and Miss Harriet Dyer Price, daughter of Mr. and Mrs. Theodore Hazeltine Price.

**Starr-Siedenburg**—On October 10, Mr. Howard Danforth Starr and Miss L. Kathryn Siedenburg, daughter of Mrs. Reinhard Siedenburg.

**Sutro-Hiss**—On October 16, Mr. John A. Sutro, son of Mr. and Mrs. Alfred Sutro, and Miss Elizabeth Lawrence Hiss, daughter of Mrs. Philip Hanson Hiss, junior.

## BOSTON

**Barnum-Evatt**—On October 17, Mr. Dwight Barnum and Miss Catherine Evatt, daughter of Mr. and Mrs. Walter M. Evatt.

**Burgin-Swain**—On October 24, Mr. C. Rogers Burgin, son of Mr. and Mrs. Clarence Burgin, and Miss Helen Swain, daughter of Doctor Howard T. Swain.

**Castle-Cool**—On October 3, Mr. Clifford D. Castle, junior, son of Mr. and Mrs. Clifford D. Castle, and Miss Mary Gilbert Cool, daughter of Mrs. William A. Buttrick.

**Clark-Bird**—On October 17, Mr. William Oakes Clark, son of Mr. Elton Clark, and Miss Mary Elizabeth Bird, daughter of Mr. Reginald Bird.

**Patterson-Bent**—On November 6, Mr. C. Campbell Patterson, junior, and Miss Margaret Stevenson Bent, daughter of Mr. Newell Bent.

**Smith-Frothingham**—On October 29, Mr. Austin Smith and Miss Eleanor Frothingham, daughter of Mr. and Mrs. Thomas G. Frothingham.

**Snow-Moriarty**—On October 30, Mr. Crocker Snow, son of Mr. and Mrs. Frederick Snow, and Miss Lilius Moriarty, daughter of Mr. and Mrs. G. Andrews Moriarty.

## WEDDINGS (Continued)

**Umbesen-Towle**—On October 24, Mr. Gustave Harry Umbesen and Miss Alison Towle, daughter of Doctor Harvey P. Towle and Mrs. Towle.

## CHICAGO

**Bauer-Bull**—On November 7, Mr. Bartle Bull, son of Mr. William P. Bull, and Miss Rosemary Bauer, daughter of Mr. and Mrs. Jacob Bauer.

**Hagey-Whiting**—On October 31, Mr. Edward Hendee Hagey, son of Mr. and Mrs. John F. Hagey, and Miss Elinor Whiting, daughter of Mrs. A. Harris Whiting.

## CLEVELAND

**Britton-Haskell**—On October 10, Mr. Brigham Britton, son of Mr. and Mrs. Charles Britton, and Miss Gertrude Haskell, daughter of Mrs. Coburn Haskell.

## PHILADELPHIA

**Dismukes-Coleman**—On November 27, Mr. Douglas Dismukes, junior, and Miss Nancy Stokes Coleman, daughter of Mrs. F. Stokes Coleman.

**Howe-Nevin**—On October 17, Mr. Charles Howe, son of Mrs. Charles W. Howe, and Miss Frances Hall Nevin, daughter of Mr. and Mrs. William L. Nevin.

**Miller-King**—On October 17, Mr. James Rumrill Miller, junior, son of Mrs. G. Lee Holmes, and Miss Elizabeth Pleasants King, daughter of Mr. and Mrs. Irvin King.

## WASHINGTON

**Miller-Lowden**—On October 20, Dr. C. Phillip Miller, son of Mr. and Mrs. Charles P. Miller, and Miss Florence Lowden, daughter of Mr. and Mrs. Frank O. Lowden.

## DÉBUTANTE PLANS

## NEW YORK

**Barrows**—On December 26, at the Ritz-Carlton Hotel, a reception with dancing, for Miss Sarah Frances Barrows, daughter of Mr. and Mrs. Ira Barrows.

**Davis**—On December 5, at Sherry's, a dinner-dance, for Miss Beatrice Davis, daughter of Mr. and Mrs. John W. Davis.

**Hunting**—On December 21, at the Ritz-Carlton Hotel, a tea-dance, for Miss H. Louise Hunting, daughter of Mr. and Mrs. Thurston W. Hunting.

**Jaeckel**—On December 22, at the Hotel Saint Regis, a dinner-dance, for Miss Audrey Jaeckel, daughter of Mr. and Mrs. Albert F. Jaeckel.

**Pagenstecher**—On December 30, at the Ritz-Carlton Hotel, a dinner-dance, for Miss Dorothy Helen Pagenstecher.

**Steinway**—On December 29, at the Ritz-Carlton Hotel, Miss Florence Steinway, daughter of Mrs. Frederick Steinway.

**Stillman**—On December 23, at the Ritz-Carlton Hotel, a dinner-dance, for Miss Jane Stillman, daughter of Mr. and Mrs. Ernest G. Stillman.

## THE SHOPS OF VOGUE

NAME  
HANDKERCHIEFS\$1.00  
eachANY  
NAME

## FILET TIRÉ

Entirely handmade of  
sheerest white linen.

Mail orders promptly filled.

Men's Size \$1.50

**The PORTO RICO STORE**Suite 404H, 347 Madison Avenue,  
New York City. Tel. VANDerbilt 3-8696

Laurent  
COIFFEUR D'ART

## ANNOUNCES

his new salon

in the

DOROTHY GRAY

Bldg.

683-5th AVENUE

New York

telephones

WICKERSHAM

2-4871

2-5212

## MAISON de LINGE

844 Madison Ave., N. Y.

## COMPLETE LINEN

## TROUSSEAUX ALL

## MONOGRAMMED

\$510.00

## LINGERIE TROUSSEAUX

## COMPLETE made to your

measure

\$345.00

write or wire for list

## Trousseaux



## Suitable Christmas Gift



In the  
**BAG**

or out of it . . . the separate cigarette  
and cosmetic cases of this metallic  
brocade "three-in-one" evening bag  
are equally useful and attractive.  
The patented cases are ornamented  
and opened with cut crystal rings.  
Exclusive with Miss Penn.

**miss penn**

562 Madison Ave., New York



*Saks-Fifth Avenue . New York . Chicago*



*The "Saks-Fifth Avenue" Label is almost a Gift in Itself*

For a Saks-Fifth Avenue gift is always the gift of good taste  
 . . the compliment that one sophisticate pays another  
 . . Saks-Fifth Avenue gifts have a distinction  
 all their own . . for we have searched  
 all over the world to find them  
 . . yet they cost no more



V O G U E

Copyright, 1931, by The Condé Nast Publications, Inc.

CHRISTMAS GIFTS

Cover Design by Benito

CHRISTMAS GIFTS

Vogue's-Eye View of the Mode . . .	35
Vogue's Christmas A. B. C. . . .	37-40
Christmas Bags and Bagatelles . . .	41
Splendid Gifts . . . . .	44-45
Finds of the Fortnight . . . . .	50-51
Christmas Shopping in the Galleries . .	68-69
Among Those Presents . . . . .	70-71
From a Lady to a Lady . . . . .	72-73

FASHIONS

The Ocelot Is Now the Chic Cat . . .	42-43
Head and Shoulders in Broadtail . . .	46
Biarritz—A Foretaste of Palm Beach . .	48-49
A Bevy from London Dressmakers . . .	52-53
Ruffles, a Bustle, and a Basque . . .	54
Tidbits of the Riviera . . . . .	55
Velvet in Winning Colours . . . . .	56
Pale Beige Comes Back Again . . . .	63
A Second Revolution in Millinery . . .	64-65
Topping Off the Mode . . . . .	66-67
Sunday Night Dresses . . . . .	74-75
The Limited Income—Chic after Seven	76-77
Designs for Practical Dressmaking	78-79, 90, 92
Chic at a Price . . . . .	82
Unlimited Luxury in the New Lingerie	94, 102

SOCIETY

Society . . . . .	30-31
Mrs. August Belmont . . . . .	Frontispiece
This Year's Consignment of Débutantes	58-59

VARIETY

Travels with a Woman . . . . .	47
Pards, Pythons, and Panama . . . . .	57
Seen on the Stage . . . . .	60-61
A Merry Christmas for the Hostess . .	62
Good Scents . . . . .	80
On Her Dressing-Table . . . . .	84-86
Noblesse Oblige . . . . .	106, 110

ADVERTISING SECTIONS

Schools . . . . .	21-23
Shoppers' and Buyers' Guide . . . .	24d
Travel . . . . .	25-28
American Shops . . . . .	30-31

Vol. No. 78 No. 11 Whole No. 1425



DECEMBER 1, 1931

THE CONDÉ NAST PUBLICATIONS, INC.  
Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES  
AMERICAN, FRENCH, AND BRITISH  
Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue  
Michel de Brunhoff—Editor of French Vogue  
Alison Settle—Editor of British Vogue



"Serene and competent power to arouse admiration reveals itself *FIRST* in personal possessions."

Lovely

LOTUS

HERE is a famous designer's latest personal creation—superb tableware of heavy Sterling silver. For Watson craftsmen he has designed an extraordinary variety of matching sets and single pieces ranging from standard luncheon, tea and dinner settings to delightful footed bowls and candlesticks and special-service pieces.

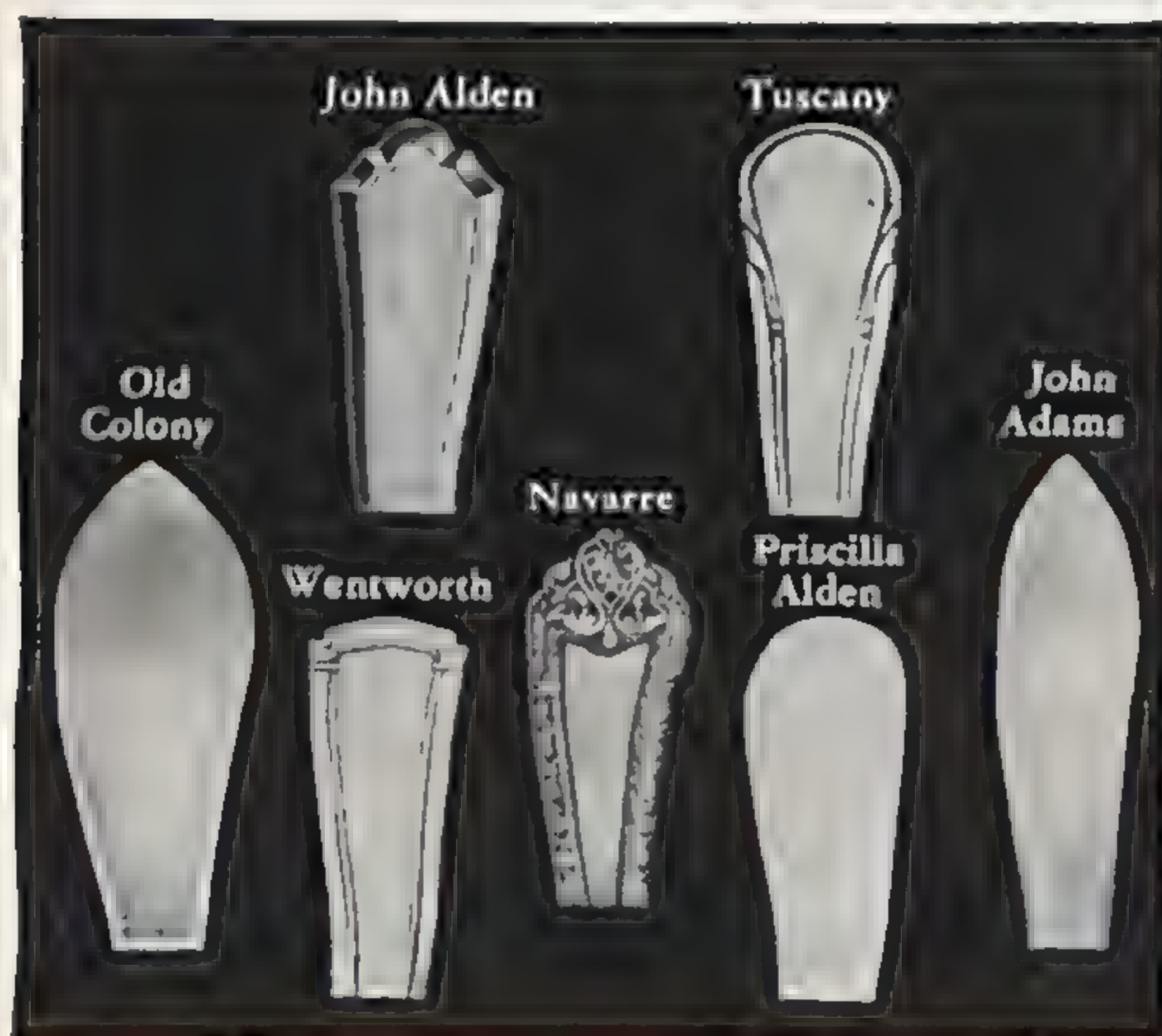
By the uncompromising richness of its worth in weight and all the "extra values" of fine craftsmanship, this ware of solid Sterling stands out as one of the finest achievements of modern American silversmiths. Lovely Lotus—it is a pattern to remember—and to recommend!

You'll enjoy the timeless simplicity of the Lotus design, the fashionable, hand-wrought originality of each piece—and above all, its serene power to arouse the admiration of all who see it on your table. The Lotus pattern is found only in Watson-mark Sterling made by Watson craftsmen for selected jewelers in each city. Your own jeweler can secure for you a complete illustrated folder showing Lotus pieces and prices or you may address your request direct to us. THE WATSON COMPANY, *fine ware in Sterling silver only*—10 WATSON PARK, ATTLEBORO, MASS., U. S. A.

#### Private Silversmith Service

THROUGH many of America's leading jewelers, you may now engage the *personal services of a private silversmith* at Watson Park. Fine, unduplicated Sterling silver services or single pieces fashioned for you by individual craftsmen of exceptional experience and ability! Such silver becomes priceless with family traditions that always begin with you. Ask your jeweler for details of this service—or mention his name when you write.

Complete services of Watson-mark Sterling are always available in these famous standard patterns



Watson Sterling







# VOGUE'S

## Eye View of the Mode

WOMEN have given up most of what is known as feminine silliness. We don't faint on slight provocation. We don't do any of the aggravating and nasty little things we used to do. But when it comes to this present emergency and our manner of coping with it, we still—many of us—twitter like little birds and utter a great deal of nonsense about depression. And you still do hear, piped across the backgammon-boards, feminine voices saying, "Oh, I'm so poor, I can't give any Christmas presents. I can't *think* of giving anything this year at all."

This refrain has no basis for existence. It is rather selfish, extremely stupid, and a lazy approach to the whole affair.

The Christmas trade is a very important one, not only to the shops and their employees who sell the merchandise, but to the millions who are engaged in the manufacture of Christmas presents and all the butchers, bakers, and candlestick makers whose chief incomes of the year come respectively from the turkeys, gingerbread men, and Christmas candles and all the other fanfare of the holidays.

Christmas giving, this year, must be a matter of giving more intelligently, of giving to charity where you are convinced the need is greatest, of giving to friends either gifts of intrinsic worth, so that they will have something worth pawning if final disaster overtakes them, or else actual necessities.

The smart Christmas gift, this year, has a sound and solid look. A dozen bathroom towels, new linen sheets, clothes, underwear, kitchen gadgets, negligés, furniture, perambulators, anything that you know your friend actually needs, comes under the head.

The what-not has gone under a cloud as a Christmas present, as surely as the hair-receivers and burnt leather trifles that we used to give. It is with practical gifts, tied up frivolously and leavened with all manner of gay and inexpensive jokes, that the smart woman to-day is celebrating. It is the only intelligent and attractive way for her to cope with the spirit of Christmas in this graceless year.





STEICHEN

**Mrs. August Belmont**

As Chairwoman of the Women's Division of the Emergency Unemployment Relief Committee in New York, Mrs. August Belmont is doing a magnificent job in a cause which is calling out every one with war-time fervour. Her stirring presence at banquets and committee meetings, her beautiful speaking voice over the radio, recall to many her days on the stage, when she was the much-loved Eleanor Robson starring in "Merely Mary Ann"





1. Ming vases; Bergdorf Goodman. 2. Tin bag; Best. 3. Pearl bag; Altman. 4. Velvet bag; Bergdorf Goodman. 5. Velvet bag; Hollander. 6. Sharkskin bag; Miss Penn. 7. Flask; Abercrombie, Fitch. 8. Pots; Hollander. 9. Case; Abercrombie, Fitch. (Below) Shaker; Hermès. Ash-tray; Hollander. Lighters; Abercrombie. Clock; Hermès

## VOGUE'S CHRISTMAS A.B.C.

ARTISTIC Aunts and, as far as that goes, All Artistic Anybodies present something of a problem to us materially minded girls who might offend them aesthetically if we presented them with perfume or teddies at Christmas. Herewith, the Shop-hound's solution of the problem. No. 1, the pair of Ming vases at the top of this page, are in a queer dark white with insides a watery-green and are further embellished with remarks in Chinese, as you can see. Authentic chinoiserie like these make a big hit with the intellectuals. They cost about \$35 each, and you would be safe in giving them to Artistic Acquaintances.

Again (to skip a little), the white porcelain pots, No. 8, are Admirable in their design and simplicity, besides setting you back only about \$1 each—considerably less than real Ming, in case you don't feel like spending much on the person in question. And as for the sweet little china ash-trays illustrated between these columns of text, they are not only made in Europe, but are chic and have gay circus pictures painted on them. They cost from about \$1.50 to \$2.

BAGS are the big classic among Christmas presents. Shop-hound has picked out a few to help along your donation situation. The one above, numbered 6, is of black sharkskin and has a very tricky onyx ring fastener and (hidden from our view) a neat device for cigarettes within. It costs under \$50. No. 5 is a



magnificent structure made of black velvet, which is really two bags hitched together and would delight débutante and grandmamma alike. It costs about \$25. Then comes No. 4, an evening bag which is a triumph in restrained elegance, of burnt-orange velvet with a coral clip. The price is around \$70. No. 3 is an imported bag of seed-pearls, desperately *jeune fille*, framed in baguette rhinestones. Last, No. 2, is a chic affair, woven, truthfully, of strips of tin, in gold and silver, and costing around \$15.

CONSTANT travellers are hard as hard to give to, because all presents must have a transient quality that is more or less intangible. But never fear, Shop-hound will lead the way. No. 7, at the top of this page, is one of those naughty, sinister things—flasks. This one is of generous size and has two compartments, one for milk and one for water, if that's the kind of a girl you are. It costs around \$25 and fits into a suède bag.

Next, No. 9, is a case of polished leather, supplied with more make-up bottles and jars than you would believe. It costs about \$100. Down the middle of the page you may see other offerings for the Constant Traveller. A tiny cocktail shaker with glasses for two, costing about \$18, a tiny siphon and champagne bottle that are really lighters, priced well under \$1, and a leather clock that looks like a kodak, which costs approximately \$80.





1. Bolero, muff; Best. 2. Sables; Stein and Blaine. 3. Belt; Hermès. 4. Sweater; Bonwit Teller. 5. Evening glove; superdoeskin glove, Franklin Simon. Hermès glove; golf glove, Franklin Simon. 6. Clock; Abercrombie. 7. Case, lighter; Bergdorf. 8 and 9. Cigarette-case, vanity with watch; Franklin Simon. 10. Cigarette-case; Bergdorf Goodman. (Below) Umbrella; Saks-Fifth Avenue; bracelet, ashtrays; Hermès

DÉBUTANTES aren't so tricky to give to; hand them anything shiny, and they're delighted. At the top of this page then, we see Shop-Hound's expert analysis of the débutante mind come Yuletide. No. 1 is a white bunny bolero with a muff that ought to accomplish some beau-getting in its day. The bolero costs under \$30, the muff around \$10.

In Nos. 7, 8, and 9 (you don't mind my jumping about?), we see three receptacles for the cigarettes carried by these infants. No. 8 is of pink quartz with marcasite hinges and fastener, nifty in the evening, and costing about \$90. No. 7, costing about \$15 each for lighter and case, is in enamel as white as the débutantes' little souls aren't. No. 9 is a yellow enamel case which looks as if it were meant for cigarettes, but really holds materials for fixing the face. It costs less than \$13 and has a watch set into the top.

No. 5 stands for several pairs of gloves, the first of which is the new Empress Eugénie short white evening glove; the second a super-doeskin glove. No. 4 is a mixed wool, tweedy-looking sweater, costing under \$30, and No. 3 is a nice trim belt of navy-blue braid and leather, priced at about \$8.

ENERGETIC ladies who do everything are some more of the people who perplex us, since they know what they want and what you pick out is apt to be snootily received. Again, leave it to Shop-Hound. She suggests the professional-looking briar-wood cigarette-case, No. 10, which costs about \$35 and no one could dismiss as frivolous. Next to it stands No. 6, a clock made of chromium. It is lined with wood and has a handle on top to pick it up with, in case you didn't know. The price is about \$80.

Among the array of gloves in group No. 5 are two which would please our Emiable and Energetic lady. They are, the golf glove with crocheted grips, which is of richly tanned brown leather, and a pair for golf, which has beige suède back and brown cape palms and no fingers. There are also for her the silver bit bracelet, costing around \$25; the trim leather-handled umbrella, priced at about \$8; the silver ash-trays that fit into a leather case for travelling and cost around \$45—all three of which appear between these columns of text. And last, as a sort of gesture, the superb sables, No. 2, at the top of the page, a gift of gifts to any lady.



**F**RIPPERIES are a perfectly enormous subject, and so we are going to take most of this page to discuss their Frivolous Fascinations. Practically every normal woman will love you forever if you give her something entirely frivolous for Christmas. Let us begin at the top of the page for a change, and have a look at what we have.

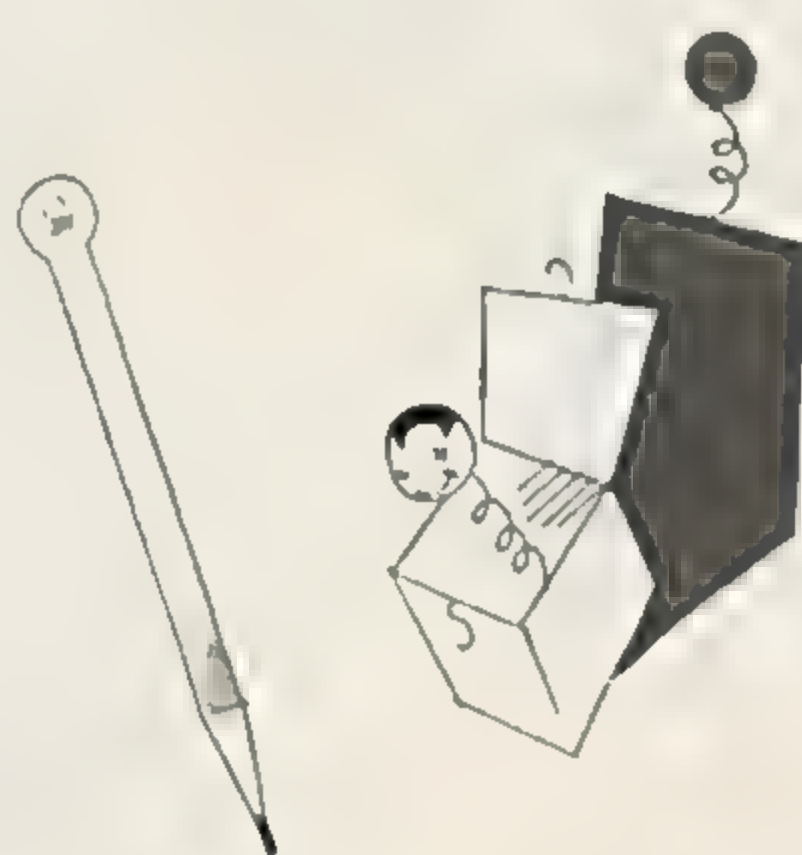
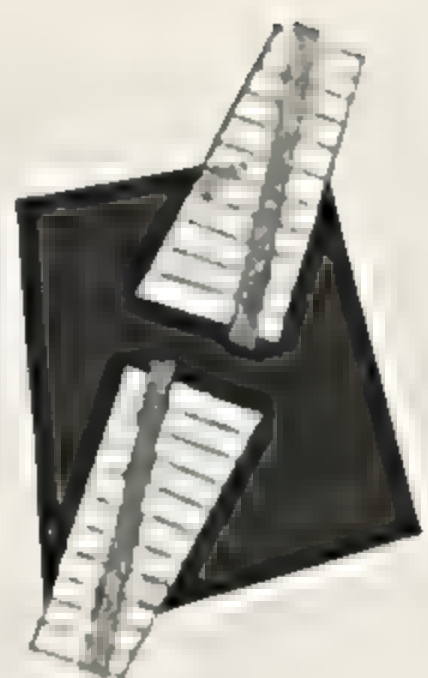
Uppermost is a pair of crystal clips, made of bars of crystal held by gold metal bands and looking very like the Pipes of Pan. They cost under \$2. Next, we see a gold pencil with a round knob on its head, and the purpose of this is to make it possible for you to dial a number without breaking your finger-nails off short. It costs approximately \$24.

Side by side with this epoch-making invention is the very most useless and delightful object you ever laid an eye to. It is a charm for a bracelet and consists of a microscopic gold box, out of which will pop a still smaller Jack. It costs about \$14, and anybody who didn't like this asinine object would be a nit-wit. Just below, you will observe two keys. The upper one, costing under \$9, is of gold, can be made to fit any lock, and you can have initials cut into the handle. The other is for ignition locks and has a Saint Christopher as a design on the handle, also in gold. It costs less than \$12.

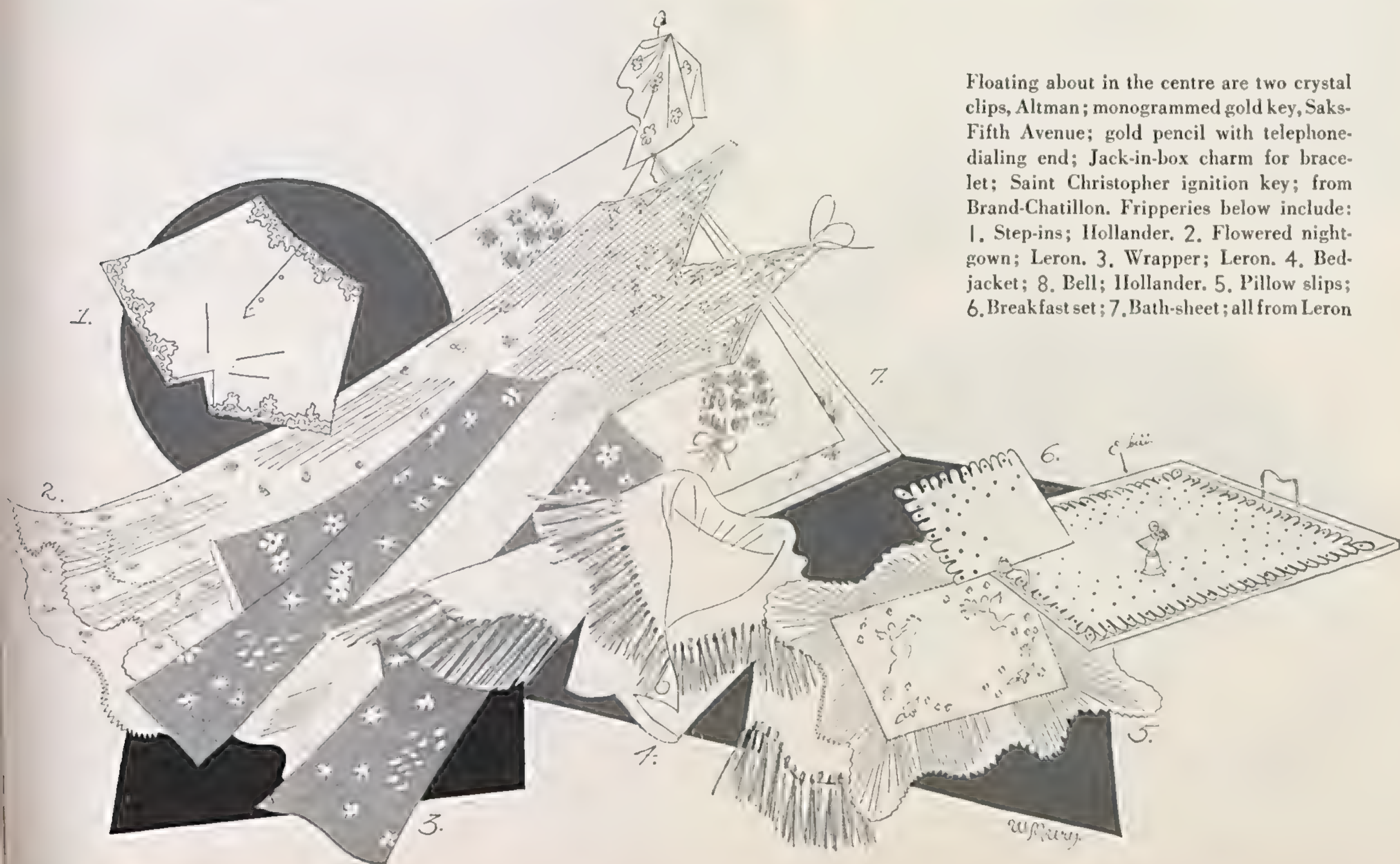
Beginning on the mass of Fripperies at the bottom of the page, we encounter No. 1, a small, but toothsome pair of panties, of

white crêpe with écreu lace edging, costing under \$14. No. 2 is a garment called a nightgown, and this nightgown is Something. It is made of pink crêpe printed with flowers, pleated from top to toe, and looks like strawberry ice-cream. The price is less than \$26. Behind it is a flowered towelling bath-sheet No. 7, costing around \$15, and in front is a yellow crêpe wrapper quilted in white, No. 3, priced under \$20. The bed-jacket, No. 4 is of pale pink flannel with pink and white angora fringes. The price is less than \$20. The pillow, No. 5, is the sheerest of écreu muslin with the finest Beauvais embroidery. It costs about \$40. The blue linen breakfast set, No. 6, has red dots and scallops and costs around \$9. On it is a china hand-bell, costing about \$2.

**G**ENTLEMEN figure more or less prominently on our Christmas lists, and what a to-do there is every year about what in the world to give the difficult darlings. A clock, say I. What, a clock? I hear you snort back. But yes, a clock, a nice, plain, un-ornamental masculine clock like that at the top of page 40, No. 2, which costs under \$50, and is of black and grey woods and practical as all outdoors. Or, if that idea leaves you cold, perhaps the gentleman is a wild gambling type who would appreciate the wooden cigarette-case shown just below—No. 1 in the same group. It has a round glass-enclosed cavity containing five small, but sinister dice. The price for this is about \$35.



Floating about in the centre are two crystal clips, Altman; monogrammed gold key, Saks-Fifth Avenue; gold pencil with telephone-dialing end; Jack-in-box charm for bracelet; Saint Christopher ignition key; from Brand-Chatillon. Fripperies below include: 1. Step-ins; Hollander. 2. Flowered nightgown; Leron. 3. Wrapper; Leron. 4. Bed-jacket; 8. Bell; Hollander. 5. Pillow slips; 6. Breakfast set; 7. Bath-sheet; all from Leron











### Christmas bags and bagatelles

1. Even if she has everything, she'll like this gay alligator bag. It is long and narrow, the way bags are now, and owns a monogram; from Nat Lewis  
2. Ascot scarfs are the thing of the moment—and here's an angora one with an open weave; Saks-Fifth Avenue  
3. This gigantic evening bag will hold everything. The shape is new; the deep velvet colour newer; Bendel

4. They look like clusters of luscious grapes—the beads of this necklace and bracelet; Yvonne Ganne, Inc.  
5. Jade and coral form the clasp on this brocade evening bag; Bendel  
6. Leather inside and out, this day bag has a sturdy silver clasp; Hermès  
7. Another scarf—this one overgrown in size. It is of silky, nubbly wool with fringe; Yvonne Ganne, Inc.

8. Old brocade bags can be trusted to convey the Christmas spirit. Clasp of lapis and rhinestones; Bendel  
9. Something very 1932 is this beige satin bag with a coral clasp; Miss Penn  
10. Gloves—a good last-minute idea that won't look it—should be hand-stitched, as are these antelope models from Nicolet. The grey is very new with brown clothes; Hollander





STEICHEN

H. JAECKEL AND SONS

### **The ocelot is now the chic cat**

Mrs. Allan A. Ryan, junior, is wearing a very unusual evening wrap from Lanvin—made of red velvet, with collar and cuffs of ocelot. The ocelot is a soft, well-marked member of the cat family who is now haunting smart places in Paris and New York, with his first cousin, the leopard—making chic spots all over the mode both by day and by night. The flattering collar crosses high above the waist, and the sleeves, wide and full, are slightly shirred at the top





BENDEL

STEICHEN

Collar, cuffs, and a belt of ocelot on brown cloth—this makes one of the smartest coats of the winter. The profusion of fur—that pleasantly lavish look—the wide sleeves, and the crossed collar are all good details. But it's the spots that give the final chic, for this is the year when the leopard family has come into its own. The hat, too, is worth noting—of stitched velveteen, with the new back and forward movement. Maria Guy designed it, and Bendel has it

### **Luxurious collars of spotted fur**





## SPLENDID GIFTS

**TOP SHELF**—A modern wise man bringing gifts might well choose this ink-well made of semiprecious stones—green aventurin and rose quartz; Brand Chatillon

**SECOND SHELF**—The first clock is of green enamel with a mother-of-pearl face and rose quartz above and below. The second is of onyx and coral; both from Udall and Ballou. The third clock is of black lacquer with a malachite base and dial of silver gilt; from Mauboussin.

**LOWER SHELF**—How would you like to find a lump of lapis lazuli topped by a gold-finished cigarette lighter in the toe of your stocking Christmas morning? It's from Brand Chatillon. The spinach jade elephant has a carnelian Buddha astride. His jade panniers with carnelian knobs are ink-wells; from Yamanaka

**TOP SHELF, opposite page**—The cigarette container is of red lacquer, and the glorified bridge box of silver. It is leather-lined, with ash-trays of chalcedony. A carved jade deer sits atop it, and the side ornaments are of lapis and ruby. The two perfume bottles are of carved carnelian and malachite. All are from Mauboussin

**SECOND SHELF, opposite page**—These mystery clocks are really mysterious, for you can see through them without discovering their mechanism. They took several years to make and have diamond-studded hands and crystal fronts and backs. Carved lapis, coral, turquoise, jade, and nacre add to their richness; Black, Starr, and Frost-Gorham. The agate paper-cutter has a silver clock for a handle. Its face is made of blue kingfisher feathers; Cartier

**LOWER SHELF, opposite page**—Knick-knacks for the munificent-minded are the jade and coral ink-well and enamel cigarette box with its carnelian cat. The pen is a natural piece of coral with gold. All from Yamanaka. Carnelian bell-button and desk set of blue enamel; Udall and Ballou





MAUBOUSSIN • BLACK, STARR AND FROST-GORHAM • CARTIER • YAMANAKA • UDALL AND BALLOU





STEICHEN

REVILLON FRÈRES

### Head and shoulders in broadtail

Mrs. George Atwell, junior, shows here how well broadtail retains its smartness. The cape, with sable at the elbows, reaches just to the hips, and, worn over a black cloth dress, nothing could be more distinguished; Revillon Frères. The Rose Descat hat, too, is of broadtail. It rolls up on one side and is pulled far down on the other; Bendel. The black suède bag has marcasite mountings; Saks-Fifth Avenue. Modern sofa from Isabella Barclay



# TRAVELS WITH A WOMAN

By Robert Littell

"WHAT on earth are you reading?" asked Eve. It was late one rainy Sunday morning, and I had already been through the Sports, the Second News Section, the Book Review Supplement, the Resorts, the Funnies, and the Harlem-Bronx rotogravure.

"I am reading," I answered, "one of the most exciting books in the world—Bradshaw's Continental Time-Table."

Eve, dear girl, as so often happens, was puzzled. "But, Adam darling, you know we can't go to Europe this winter. And that's last year's time-table anyhow. All the trains have been changed."

"Of course, all the trains have been changed. Yet it gives me pleasure to travel in the past, and to take, mentally, last year's Côte d'Azur Express, and to note that the one forty-five from Paris stops at Saint Imperméable-Sur-Mer only to take passengers for Nice or points beyond."

"How unutterably silly. How like a man to be doing something totally useless when he might be improving his mind or going over his old shirts to tell me which ones to throw away. How many times do I have to beg and implore you to do something about those shirts?"

Pretending to be deeply hurt, I left the room and went to my study, and there, undisturbed, gave myself to the infinitely sweet delight of following the route of the 1930 Orient Express. I spread out the map. Up in the hills off the main line of the railroad is a town called Rimakokova. A nice name, Rimakokova. Some day, I shall go there, probably without Eve, because Rimakokova does not sound as if its churches were worth seeing. I could get there on the eleven forty-five, look around a bit, and come back on the three thirty-eight.

Eve is a better traveller than I am. She travels in the present. In this respect, Eve is like all her sisters. She is practical, whereas we men are imaginative. We can read time-tables for pleasure, while women—and in this respect their literacy is not remarkable—read them merely in order to get from one place to another.

The same thing is true of maps. Eve does not like maps, simply as maps. To her, they are merely indicators and sign-posts—usually illegible. Once a map has conducted her from point A to point B, she crumples it up and throws it away, like a paper napkin. While I, and most Adams also, like to look at maps of any part of the world, like to hoard them and take them out and study them, months after the trip, and find out how Eve and I might have reached point B from point A by another route.

These are fundamental differences between the sexes. I suppose they go way back to the time when it was man who moved the tribe eastward to the new pasture, while women cried and packed up and followed along. And in the days of our own youth, it was the boys who stole hitches

on the backs of passing trucks and rode bareback into the mysteries beyond the country line, while the girls stayed behind and played House. Man has travel in his blood; he likes travel for travel's sake, as an end in itself; while, for woman, travel is a means to some Higher Good.

I make fun of Eve for this, and for other feminine traits revealed in the course of our travels together. Secretly, I admire her, of course, and I think she suspects as much, though it does not soften her mockery of my masculine ways. I accuse her of being a destinationist—of not wanting to go anywhere unless she knows exactly where she is going, and when she will get there, and at what time she will start back. And she thinks that I, like all men, am at heart a tramp, filled with the restlessness of mere motion.

When travelling, I make a virtue of being uncomfortable, of taking what she calls a vacation from decency, of preferring to go without a bath and a morning shave. Eve, on the other hand, tries to take her home with her wherever she goes and resists the tendency of travel to reduce the traveller to a lower level of civilization. In second-rate Danubian hotels, she will first of all unpack a small vase and order flowers for it (owing to her deficiencies in foreign languages, the porter sometimes brings her onions, sometimes whipped cream, instead of flowers). In the Pullman, she immediately hides her hat in a paper-bag, hangs up her coat in a white dust-cloth, puts the valise on the seat in front of her like a hearthstone, and so remains clean and neat and surrounded by her own atmosphere, until the end of the trip. While I go up to the smoker, unbutton my waistcoat, bite the end off a cheap cigar, and bury myself in a detective story.

In foreign countries and strange places, I become tolerant, spineless, and absurdly generous. I tip twice too much, I thank the conductor for giving me false information, and I engage rooms at the price demanded. This is because, while travelling, I am a fatalist. What will be, will be. Eve, probably correctly, thinks that What Is ought to be Something Else. "Fifty francs for a double room and bath!" she will exclaim; "I never heard of such a thing! Outrageous!" With a lordly smile, she hands the porters the equivalent of seven cents, and they take off their caps to her. I give them seventy, and they scowl. They know that what I give them, I give because I am afraid to give less, but that her tip is given in righteousness and without fear.

I believe that a traveller has no rights. He must take the luck of the road. But, like her vase for the flowers, Eve takes her rights about with her as she travels, undiminished. It is she who insists that the window be opened. It is she who tells the young man at the desk (Continued on page 94)





Tie up your head in cotton bandannas like nigger mummies; in batiks like East Indian natives; in silk squares like Italian peasants—or in anything!

Here—right—is Hélène Yrande's overgrown sweater—grown right down below the knees so it's really a dress. A perfect quick-change outfit when pulled over a shirt and shorts



It's smart to ape the musical-comedy sailor lads you see on the quays of Saint-Tropez; but, if you do, you must wear sailor trousers, rough fishermen's sweaters, and coarse fabrics, and you must choose brown or the inevitable red, white, and blue



Naked feet you must have. Sandals without stockings by day; even more cut-out sandals by night—with thin stockings through which your painted red toe-nails shine amusingly

Start this very minute to collect scarfs—of cotton, gauze, silk, jersey, in fact, of any fabric, size, shape, or colour—anything that can be twisted around your neck in a new, smart way

With your white dresses, white hats, and white bags, there is nothing smarter than a touch of Patou's new caroubier-brown. But if, unlike the ladies above, you don't take to it, then choose navy-blue, for these are chic colours with white

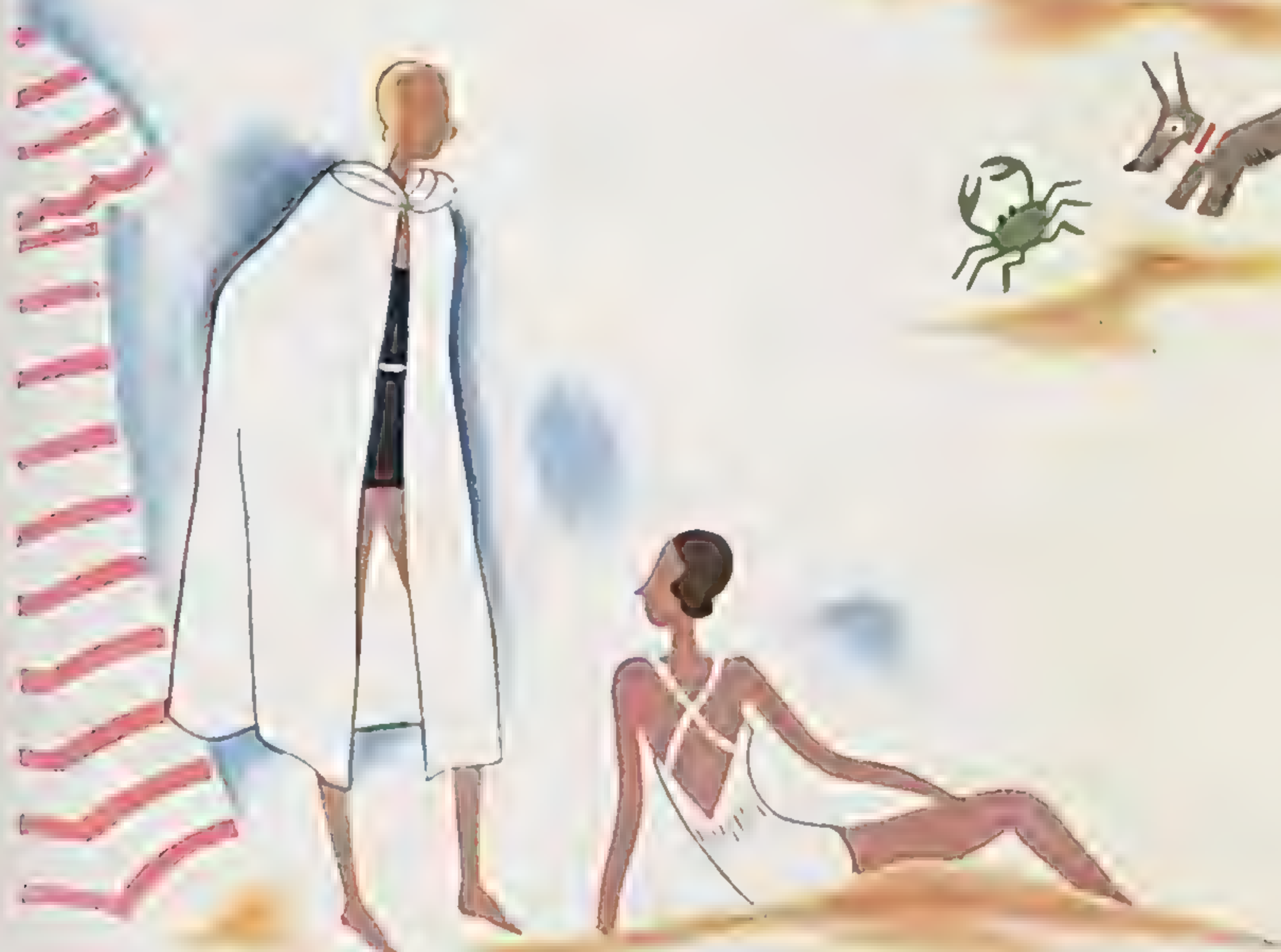






Borrow from the men—if you want to be chic—their flannel shorts, their shirts, their tight-fitted, double-breasted jackets, pyjama trousers cut like men's pyjama trousers, with big pockets, or imitate the footman in the pantry with a linen apron and big pouch

Like the Arab squatting outside his tent, fold yourself in a white wool homespun cape, over a mail-lot cut deeply in the back



## BIARRITZ

### A foretaste of Palm Beach

BIARRITZ has gone mannish again. Every one is stampeding towards masculine flannels, tailored pyjamas and skirts. A navy flannel jacket and trousers with a white flannel shirt is the uniform par excellence. Regiments of polo shirts catch the eye. White corduroy—in scarfs, trousers, and top-coats—is the thing of the moment. Smart women own collections of scarfs—especially of men's foulard, worn sore-throat or Prince of Wales fashion—point in the centre front, ends tied in the back.

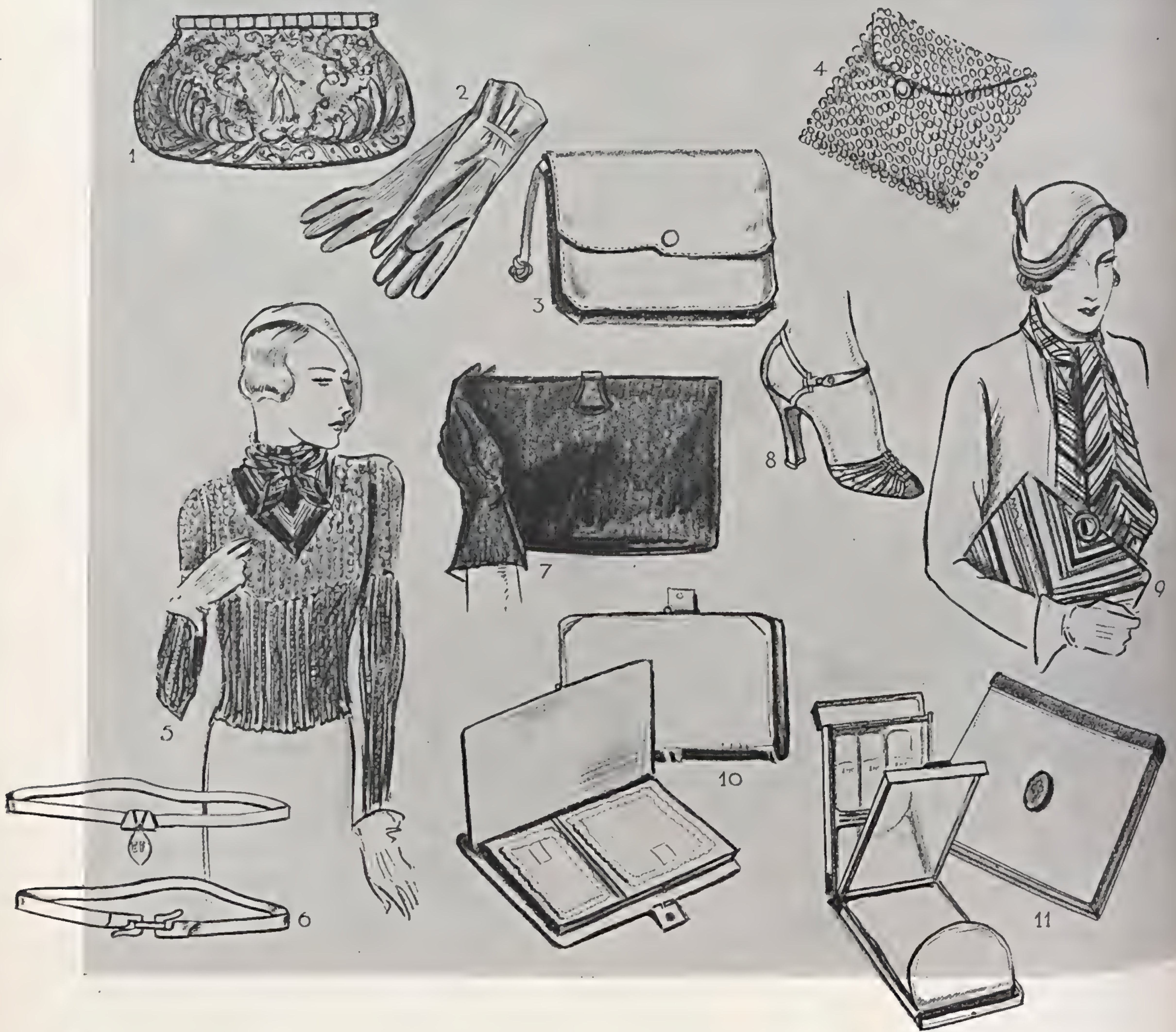
Berets are apparently unassailable. You pull them forward and leave them unadorned. White Panamas with coloured bands battle for popularity with cotton bandannas. After lunch, pyjamas are being discarded for white marocain dresses worn with polo sweaters or bright double-breasted reefers that are clumsy at the top and slim at the hips.

All-white dresses prevail by day and night. The younger crowd dances and dines in simple afternoon-type dresses, usually sleeveless, sometimes with slight back décolletages. These dresses are particularly charming in dotted Swiss worn with small draped turbans or tilted knitted caps. There is much hand-knitting in sweaters, scarfs, and hats. Big cotton beach hats dot the shore. And sunburn, my dears, is nothing compared to what it used to be.



If you aquaplane, you are the centre of all eyes, so wear a Lelong's white bathing-suit with a little skirt that ripples in the wind; and even go a step further and wear a bright scarf that can flutter out behind

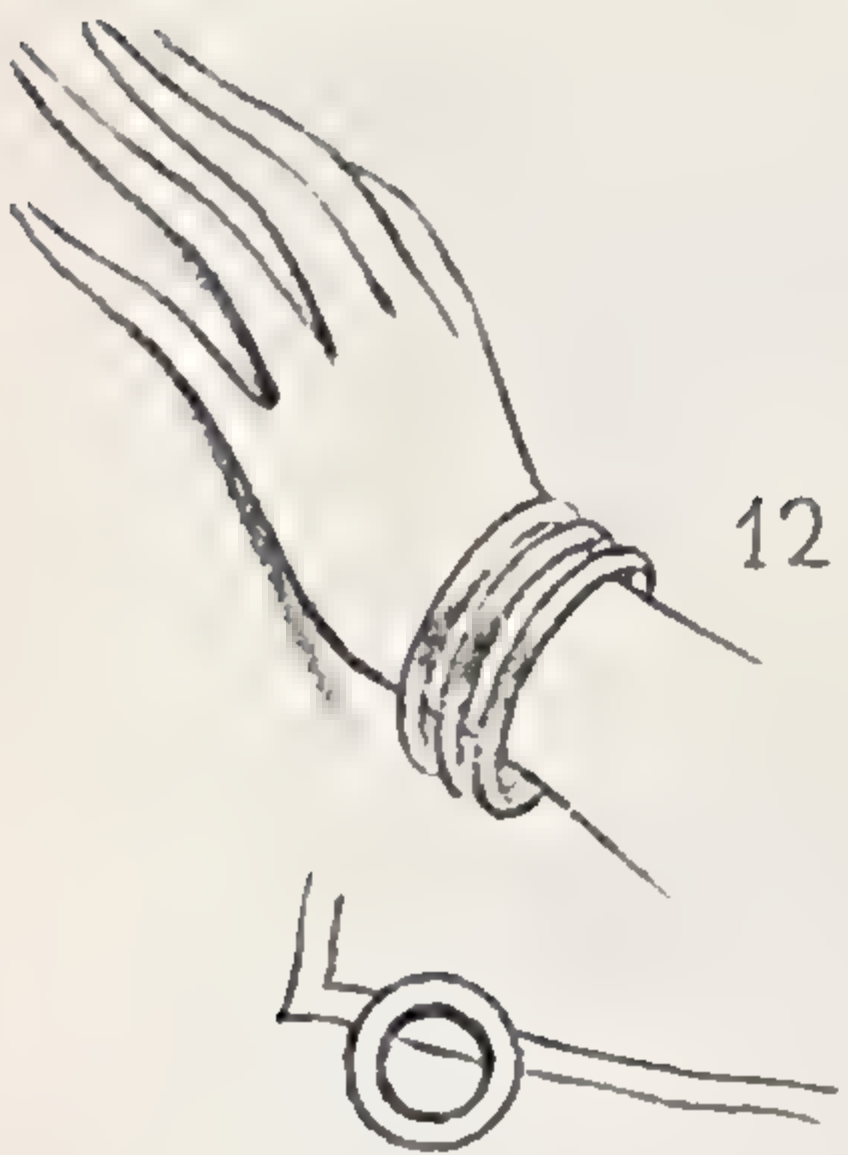




1. Something unexpected in an evening bag—beige Alençon lace with a not-too-glittery frame of rhinestones; Franklin Simon  
2. For a critical sportswoman—driving or golf gloves with corduroy backs, suède palms, and very short, gathered-in wrists; Best  
3. A calf bag that a leather connoisseur will rave about—it has hand-sewed edges and a Talon fastener; from Mrs. Franklin, Inc.  
4. Much smaller than it looks here is this evening powder-puff case of white beads; Milgrim

5. Very racy red sweater by Bradley—the widest ribbed band and cuffs in the world. The sore-throat scarf is of silk; McCreery  
6. Had you thought of belts for gifts? These two are of green leather, one has a monogrammed tab; from Mrs. Franklin, Inc.  
7. Chanel's black ciré bag with a galalith clasp would be warmly received. It is from MacVeady  
8. The sort of barefoot evening sandals débutantes can't live without—of satin and kid with the minimum amount of straps; Best

9. A bag and scarf ensemble of striped wool in Chanel's best manner. You find it at MacVeady  
10. A vanity-case that looks like a book. It even has a clasp like an old bible. It's of red-and-black enamel, very thin; Milgrim  
11. It holds cigarettes, a mirror, and powder-puff—this white enamel case shown here in two sizes. It has a green top and stone and is from Franklin Simon  
12. Aluminum bracelets and an enormous round clip are baubles in the best of taste; from Best





# FINDS OF THE FORTNIGHT

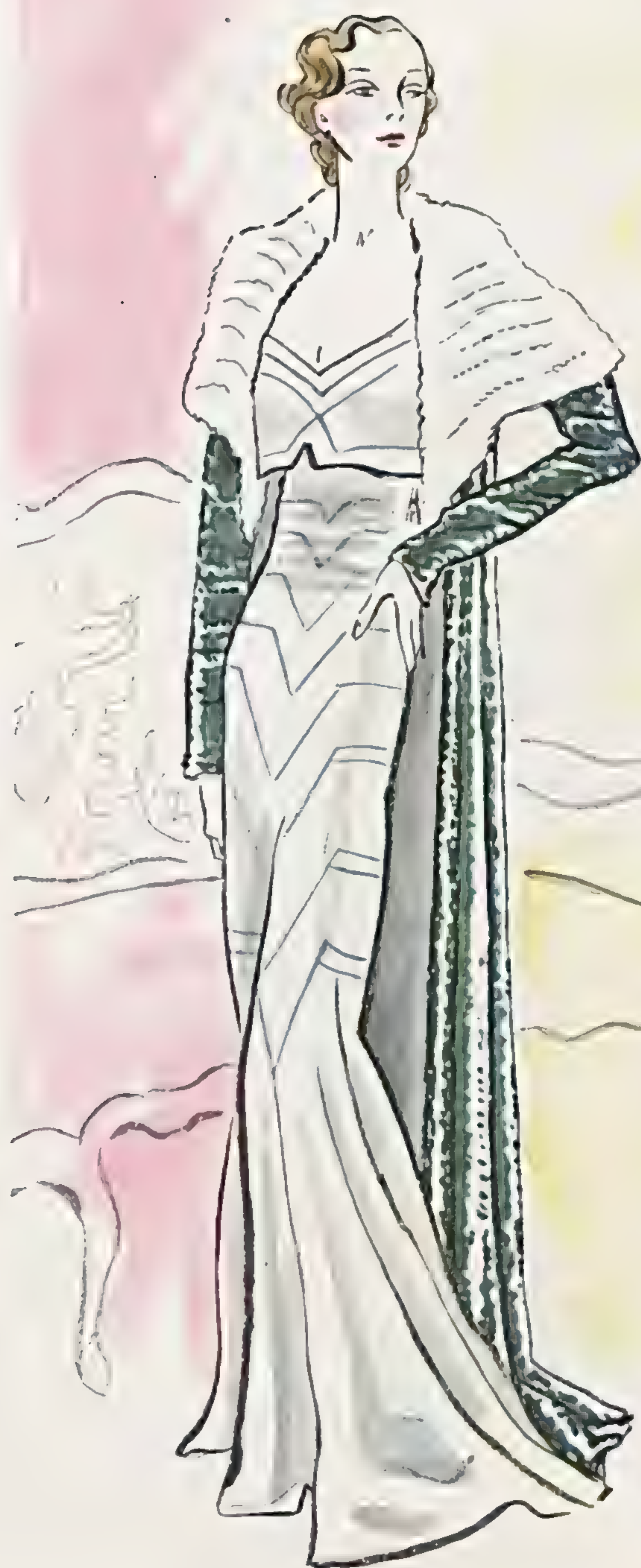
7. The neck of this green sweater closes in with the best Garbo technique, the wide ribbing at the waist-line narrows you down in the right place, and the horizontal stripes of the body of the sweater give a bulky look on top. If you can't bear to give it away, keep it; Peck and Peck  
8. Almost any beautiful lady from eighteen years upwards would like to have this shirred green velvet evening jacket and muff come her way. The neck-line with its draped scarf is really lovely; Bonwit Teller

1. Put down opposite one smart name on your list this velveteen scarf in green, red, and black plaid. It crosses the heart and tucks under the belt; Bendel  
2. It is both bag and muff, this double-duty invention of black velvet. Your hands go in a flap in the back. The black velvet hat is also from Bergdorf Goodman  
3. The newest find in sports shoes—these suède and calf Oxfords with light, flexible Darex soles. You can get them in colours for the North or South; Delman

4. Clips, clips, clips—now they show up on gloves. To be specific, on this pigskin, hand-sewed glove in the new wrist length. No one would mind getting duplicates of this glove on December twenty-fifth; Bergdorf Goodman  
5. A black antelope bag with a roomy interior and very smart exterior; frame and name-plate of gold metal; Stein and Blaine  
6. The passion for wool makes a fabric bag a chic gift. This is corded and stitched. It is in black; from Mrs. Franklin, Inc.







HARTNELL



ISOBEL

GEENE GLENNY

- Made in London, sketched in London, and glorious for the lanky London beauty, this white satin dress—horizontally seamed and smoothly fitted—is worn with a frog-green sequin coat collared with ermine
- They do this sort of thing to perfection—the British dressmakers—, a taffeta gown with a hint of the past in its bustle flounces, but very 1931 in its sheath-like front and the rather high front décolletage
- A Romney in the Wallace collection gave the idea for the bodice of this flame coloured taffeta dress. A deep band of pleating at the hem of the skirt is interesting

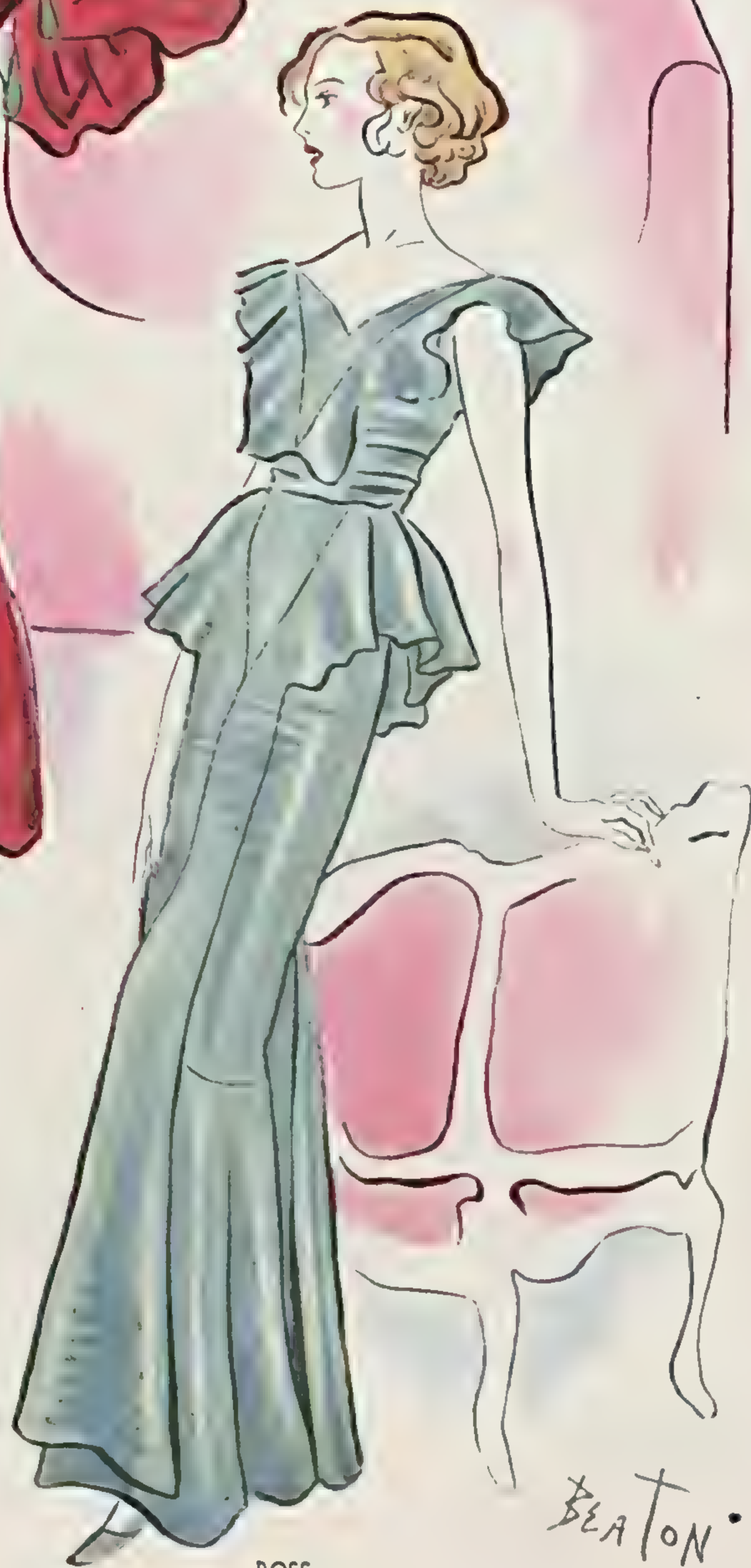
**A bevy from London dressmakers**



GEENE GLENNY



ARTELLE



ROSS

- The narrowest of jewelled shoulder-straps, the deepest of décolletages, a waterfall drapery, and a slight train—here is Covent Garden formality in a dress of green crêpe accented with a touch of sealing-wax red
- Colossal pouffs jut out from the back of this dress, the décolletage falls half off the shoulders, and the heavy matte faille wraps snugly around the body to the knees where it flares into an exaggerated flounce
- The young idea is handled beautifully by a London dressmaker in this dress, right, of heavy, shiny satin. A bias frill gives shoulder width and is repeated in a peplum

BEATON





HOYNINGEN-HUENÉ, PARIS

WORTH—HATTIE CARNEGIE

### **Ruffles, a bustle, and a basque**

A mélange of deliciously old-fashioned fanfreluches makes one of the newest dresses of the year—Worth's "132 Olympe," of baby-blue taffeta. After all, it's the modern, moulded silhouette that forms the basis which really counts, and the frou-frous merely show it up the more; posed by Miss Evelyn Greig



# TIDBITS

## of the RIVIERA

### As seen by Him

MY recent journeys have brought me in contact with a great variety of new fashions—really new fashions, for, it seems to me, there is much inspiration stalking abroad these days, and the machinery of inventiveness has been speeded up.

For one thing, suddenly, without any rhyme or reason, the leopard has come into his own, and the jewelers, the milliners, and the dressmakers have featured him in the spot-light of the mode. Long will the leopard remember the winter of 1931 and 1932. Suzanne Talbot has made hat-bands of leopard-skin to slip over the crown of your sports hat and little tight wristbands to fasten at the cuff of your long-sleeved sweater or woollen blouse. Cartier was the first to introduce leopard-skin jewellery and shows it in bags, belts, and bracelets, with diamond buckles, coral clasps, and onyx ornaments. I have already told you, in an earlier issue, about the sapphire ornament hung around Mrs. Reginald Fellowes's neck by a leopard-skin band. Mainbocher has put touches of leopard-skin on white evening dresses, and he shows muffs and scarfs of leopard with tailored suits; and Suzanne Talbot is even making leopard-skin hats. But then, hats aren't hats any more—they are just a decoration in the hair, for no self-respecting 1932 hat will cover the head.

Apropos of hats, I will tell you a secret—the real source of the new hat. You have heard of the Saint-Tropez hat? Saint-Tropez, you know, is the picturesque little fishing village in the South of France, half-way between Toulon and Cannes, about which I have already written in my last article on the Riviera. On the quay of this fascinating place is a now famous restaurant called "L'Escale," where, during the season, the world goes to dine and pass the night in Bohemian revelry. Jeanne Duc, the wife of the proprietor of this interesting place, is herself the most interesting person in Saint-Tropez. Once upon a time, she was the première at Poiret's, and she has a genius for making hats. In addition,

in her more serious moments, she is, I am told, the only human being who has refuted the Einstein theory—or so the story goes. At any rate, I know about her hats, which are the last word in nonsense and chic, and she sells them for a song to the smart ladies who come to dine.



HOYNINGEN-HUENÉ

LADY CASTLEROSSE IN HER SAINT-TROPEZ HAT

Every fashionable woman who has been to Saint-Tropez has got herself a hat; in fact, has made a collection of these hats, just as the pre-War *élégantes* used to make collections of signed photographs of Royalties; and now, when she entertains at dinner, she proudly produces the hats and is the envy of every woman who has none. They are the silliest little bits of straw, perched, heaven knows how, on the side of the head and trimmed with anything at all. I have not seen one that was not as chic as chic. It is amusing to dine in this restaurant and see the women wearing these fantastic hats, each one more outrageous than the other—or, at least, so they seemed when we first saw them. But now, they have influenced other hats, and, when I pass a hat-shop window, I point like a child and say: "You see, there's another Saint-Tropez hat."

The discussion about hair still goes on. As far as I can see, hair is neither long nor short. The shaved neck has definitely gone out, but the roll at the nape of the neck has not held its own against the more logical fashion of crossing a few locks at the back, in a modern version of the antiquated bun. There are few women now who have not got three or four hairpins put away in the hay, so to speak.

The wave has dropped down to the ears, for the majority of women now have only the ends of their hair permanently waved. This summer in the South of France proved to me that any woman who could wear her hair straight in some becoming manner had an advantage over the rest. Mrs. Reginald Fellowes, Mrs. Reed Vreeland, and Madame Muñoz are among these fortunate ones. They always looked neat and tidy after (Continued on page 92)





AUGUSTABERNARD—VERBEN • CHERUIT—MacVEADY

### Velvet in winning colours

Furless though it is, this velvet coat creates a sensation with its rococo cut and fabulous sleeves. There is elastic in the latter, so you can push them to the elbow in a full-blown puff

If you crave a small waist, consider this velvet coat. The effect is managed by deep ruffles at the hips. And please don't overlook, dear reader, the colour scheme of this ensemble



# PARDS, PYTHONS, and PANAMA

By Margaret Zogbaum

AFRICA is a big, romantic word, but attainment of it involves considerable time and possible seasickness. So I, an explorer only in finding fresh fields in pastures old, shall take a leaf out of Admiral Byrd's book and call the object of this exploration "Little Africa." One advantage of Panama is that you can take ship in New York—or San Francisco, for that matter, both being about equally distant—, on the Grace Line, United Fruit, or one of those fine new ships of the Panama Pacific, and be there in about six days. There is also, for the leisurely, the Panama Mail's smaller ships—very pleasant, equipped with excellent Chinese cooks and stewards. And, in this Little Africa, I can promise you monkeys hanging in the trees, and pards and pythons, too, for those who wish to penetrate into the interior.

Whether you enter the Canal by Colon, or by Balboa, get out whatever you possess of national pride, for this will make a patriot of you. This waterway, this joining of the two great oceans, was made possible by one American of indomitable will and far-sightedness, and carried to a successful end by the administrative and engineering genius of another, and the scientific sagacity and determination of yet another. (One day, there will arise a poet to sing the saga of Roosevelt, Goethals, and Gorgas.) And remember when you transit the Canal that some twenty-two thousand men died here in vain to build this tenth wonder of the world, ere we took hold. And look out

for alligators! Plenty of those old mud-snuffers will be snoozing in the hot mud along the bank.

You will ask, "But what's the difference between Colon and Cristobal? Isn't it the same place? It seems to be, on the map." One might answer, "Just the same difference as between New York and Brooklyn (save that there's no river to mark the boundary) or, rather, just as great a difference." Cristobal is the old Spanish town, though, architecturally, nothing much remains. They say it is the "wickedest" town in the world, except when the fleet is at Balboa and its "wickedness" moves across the Isthmus to beguile the boys that man our ships! And Colon is the neat, well-laid-out, and sweetly planted colony the twentieth-century Romans have incorporated. All along its main street is a row of Indian and Chinese shops. If your income has been reduced, this year, here's your chance to get lingerie of somewhat more durable quality than the French, finely hand-embroidered in China at about three dollars for a nightgown or a slip.

But we are heading South, or, at least, we were. Now, we are steering slightly east to get to the Pacific Ocean. Such are the wiles of that strange snake among the earth's lands, the Isthmus of Panama.

Now that you are on the Pacific side, there are two places to put up, one in Balboa, the Tivoli, dry; the other in Panama, the Central, wet—and I can recommend the planter's punch. I myself prefer romance to luxury, and I would not come all this way to be housed within the discreet screens that might ward off the mosquitoes of the lower Mississippi. The Central has no fly screens, and the great miracle of Gorgas is apparent—it does not need them!

Take the corner room on the top floor overlooking Cathedral Square, if you can get it, and at the very outset make up your mind not to live by a Park Avenue schedule. Dawn and moonlight are the best gifts the tropics have to offer; from twelve noon to five P. M. are best spent in the arms of Morpheus, with all the Trade-Wind you can find to fan you. If you drink a glass of tomato-juice and eat an *ensmada* and a bowl of shredded pineapple or a slice of papaya before you

go to sleep, at noon, you will feel fresh as a daisy for the orgies of the night; and, if you sleep again between two A. M. and seven, you can yet rise to see the beauty of the dawn. From my balcony at the Central, Ancon Hill glowed flamingo in the dawn, despite its dense growth, between the baroque belfries of the old Cathedral. And, in three directions, behold the Pacific! There in the square are a million tropic song-birds chanting matins in the dark foliage of mango and banyan-tree, and the hibiscus lifts its red blooms like altar-lights into the perfumed morning. Clang! Clang! Clang! It is a noisy Cathedral. The pious are pouring in, and, if you are an *Americano del Norte* out for adventure, go down and see how pretty these Panamanian women are with mantillas over their sleek black heads, flocking to Mass on their way to market.

But, where is this Little Africa I promised—pards and pythons, not just this colony of ancient Spain?

Wait! There are lesser beasts than pards and pythons close at hand, and they are no whit less alien to our Northern ken. Walk down to the Presidentia on the harbour side—you will know it by the sentries—, look into the little nacre-studded courtyard where white aigrettes strut haughtily about and an indolent tortoise wisely wags his head. The Presidentia—the White House of Panama, as the name implies (where, by the way, you can see the bullet holes that mark the recent revolution)—is only on the road to our objective, the Mercado. Let us buy some tropic fruits for our *petit déjeuner*. The mangos are not up to the Philippine variety, but, if you are a good mango-picker, you may find something flavorful, juicy, and not too stringy. Get a good papaya and some limes; the *mamei* is such a surprise, with its bright apricot meat hidden in its furry brown shell, that you will want to sample it; and then, there is the smaller fruit that looks like the *mamei*, sticky and sweet inside, that you eat with a spoon. Pineapples are luscious and very cheap, oranges and mandarins are as plentiful as in Florida, but, best of all, and never found out of the tropics, are (Continued on page 96)





# THIS YEAR'S CONSIGNMENT

## of débutantes

THE season is at hand when parents bring out their fur coats and daughters. Elizabeth Saunders is the daughter of Dr. and Mrs. Truman L. Saunders; Janet Snowden, of Mrs. James H. Snowden. Dorothy Paine, already a sensation, is the daughter of Mr. and Mrs. A. Gibson Paine, junior. Laura Curtis, the daughter of Mr. and Mrs. James F. Curtis; Lila Webb, the daughter of Mr. and Mrs. James Watson Webb



ELIZABETH SAUNDERS • JANET SNOWDEN



DOROTHY PAINE



LAURA CURTIS AND LILA V. WEBB



TONI FRISSELL



EDITH BAKER

GEORGETTE WHELAN

FOTOGRAMS





VALERIE GRAHAM

FOUR SNAPS BY TONI FRISSELL

BEATRICE DE MENOCAL

Georgette Whelan, on opposite page, is the daughter of Mr. and Mrs. Sidney S. Whelan. Edith Baker is the daughter of Mr. and Mrs. George F. Baker, junior. Mrs. Augustine L. Humes is the mother of Valerie Graham. Beatrice de Menocal is the daughter of Mr. and Mrs. Daniel de Menocal, of Boston. Lilla Fisk is Mrs. Frederick T. Frelinghuysen's daughter



LILLA FISK

VON HORN

Abigail Sard, the daughter of Mrs. Ingalls Sard, will make her début in Washington. Whitney Bourne, the daughter of Mrs. Harvey Dow Gibson, will make her début next season. The dog lover is Dorothy de Milhau, daughter of Mr. and Mrs. Louis J. de Milhau. Diana Draper is Dr. and Mrs. George Draper's daughter; Marjorie Lawrance, the daughter of Mr. and Mrs. Charles Lanier Lawrance



ABBY SARD

INTERNATIONAL NEWS PHOTOS

VON HORN



WHITNEY BOURNE



DOROTHY DE MILHAU



DIANA DRAPER AND MARJORIE LAWRENCE



# SEEN ON THE STAGE

By David Carb

MORE than a decade ago, Lawrence Langner and five other eager spirits formed an organization to produce plays. It developed into the Theatre Guild. It is now expanding. The Group Theatre under its sponsorship is presenting "The House of Connelly" by Paul Green, at the Martin Beck Theatre. Last summer, Langner—though remaining a director of the Guild—started an experimental theatre in a barn at Westport, Connecticut. With Dorothy Gish, Rollo Peters, Romney Brent, Moffat Johnston, Sam Wren, Fania Marinoff, Jessie Busley, and A. P. Kaye to interpret the rôles, it naturally flourished. Now, as The New York Repertory Company, it is installed in the Forty-Eighth Street Theatre. Its initial offering, a revival of Dion Boucicault's "The Streets of New York, or Poverty Is No Crime," is sheer delight from the first crier's bell to the final curtain—and long after.

"THE STREETS OF NEW YORK": Set and acted in its fashion, the seventy-five year old "comedy melodrama" can best be described as "a real treat." It contains everything. Songs, dances, death, love, the whitest virtue, the



RUDY VALLÉE, IN "GEORGE WHITE'S SCANDALS"

blackest villainy, marble halls, poverty, a red fire, a paper snowstorm. An orchestra in a box plays music appropriate to and accentuating the mood of the action. And, since the trials and tribulations the play depicts are caused by the panic of 1857, the failure of an institution Boucicault called the United States Bank, and the machinations of an unscrupulous banker—ironically named Bloodgood—it is most timely. Besides, it is good theatre. The sentiments and the way they are expressed seem to us incredibly naïve, but the scenes build to climaxes, and each "tops" the preceding one. The audience hisses Bloodgood and his vixenish daughter, cheers the pure Lucy, sings "Whoa, Emma" with Sam Wren, and, at the end, leaves the theatre joyous, feeling it has had a full evening, or as people used to say, walking on air.

The joyousness would not be possible if "The Streets of New York" were not a historic chef-d'œuvre. The actors have exactly the right approach; they play the piece as seriously as if it were "Hamlet." Except Fania Marinoff, who overdoes at times, they one and all go through the artificial situations and emotions, speak the stilted lines with the same earnestness they would bring to a performance of the most realistic contemporary drama. No winking or smirking at the audience. So far as the play permits, they stay always within the proscenium. The ladies in voluminous skirts literally float about the stage. Dorothy Gish's Lucy Fairweather is the *jeune fille* who seventy years ago murmured "Oh, fie, sir" and had the vapours on the slightest provocation—or none. Winifred Johnston and the author make Mrs. Fairweather the kind of mother the sentimental songs celebrate. The noble aristocrat of Rollo Peters is every moment a romantic girl's idea of a noble aristocrat. But, then, to mention all the players who give fine, true performances would be merely to list the

STEICHEN



ALFRED LUNT, LYNN FONTANNE, IN "REUNION IN VIENNA"





STEICHEN

MARY DUNCAN, WHO STARS IN "LILLY"

entire cast. The spirit of the whole revival is expressed in a program note: "The Management has been at great PAINS to produce the drama precisely as originally performed with SENSATIONAL EFFECT in December of 1857 at Mr. Wallack's Theatre in the Broadway. For this grand revival they have procured ELEGANT and LAVISH SCENIC DECORATIONS from the hand of MR. ROLLO PETERS. The action of the drama has been devised by Mr. Knowles ENTRIKIN and is executed by THE FULL STRENGTH OF THE COMPANY." (The lavish Scenic Decorations, incidentally, would have made any Old Op'ry House in the country strut.) "The Streets of New York" provides a veritable playgoers' holiday—and introduces a truly promising producing organization to our theatre.

"PAYMENT DEFERRED:" Gilbert Miller's first offering also relieves the new season's murkiness, compensates for it. If every adolescent who feels that the ecstasy of living can reach him only through the theatre were to see "Payment Deferred," the history of the theatre in the years immediately

ahead would be miraculously different from what it has ever been before. For, whether such adolescents long to capture the breath of the world as players, writers, or directors—or whatever phase of dramatic expression their dreams are focussed—, at the Lyceum Theatre they will witness those dreams become realities. And the greatest barrier to triumphant achievement will be broken down: the sense that splendour belongs to yesterday and to-morrow, never to to-day.

The spectator occasionally feels that way, the aspirant often. While he may appreciate Katharine Cornell fully, there is in the back of his mind a reservation: of course, she is not a Mrs. Siddons, a Bernhardt, a Duse. Booth remains solitary on his pedestal; whatever glory he may accord O'Neill does not reach the dazzling brilliance in his subconscious of a Goethe, an Ibsen, a Rostand. He is too familiar with to-day for reverence; miracles must be remote. But, after the second or third visit to "Payment Deferred," pride will creep in, and a conviction that this day can hold its own with any, and that he—a component part of this day can also. (Continued on page 100)



# A MERRY CHRISTMAS

## for the hostess

WHETHER Christmas dinner means a gathering of family, and family, and still more family, or whether it means a cheerful hodge-podge of homeless bachelors and orphans of the storm, or whether you take it in a carefree manner, and just decide to give the best party of the year, there must be a nice, old-fashioned feeling of bounty to the holiday feast.

If you have a modern dining-room and one of those marble-topped or mirror-topped modern dining-tables, then you can make your party a thing of shining silver and lustre, with silver wreaths and swags of silver leaves, bunches of blown-glass grapes, and blown-glass balls piled, with the aid of glue, into tremendous, sparkling pyramids.

If you have a nice, old-fashioned dining-room, on the other hand, with a massive family table and chairs, then it is smarter to accentuate the Victorian atmosphere to the limit and do the table with more solid symbols of plenty and holiday cheer. Then festive decorations of the old-fashioned Christmas are the order of the day. And it is such a decoration that Joseph Mullen has provided for his Victorian table, a view of which appears on this page. This is the sort of table which the butler and the chef of a great establishment of the 'Nineties might have created, when the province of table decoration was theirs, and the hostess had but to approve. Here is the abundance, the elaborately contrived scheme, that marks it as perfect Victorian and makes it a gay, colourful innovation for a 1931 Christmas, in the midst of our less bountiful modern schemes. Furthermore, it is a scheme of decoration that can easily be reproduced by a modern hostess at not too great an expense.

The table is round, to begin with. In the centre rises a veritable mountain of beautiful, colourful fruits besprigged with holly, with a wreath of holly at its base. Circled around this are ring upon ring of fluted lace paper, built up in tiers and made of the same lace paper mats that form the final flat ring around the edge of the table, until the whole effect is one of an old-fashioned, round bouquet. The glass sparkles in a clear Christmas red, the gay crackers at each place add a festive note, and even the plates have a wreath patterned in them. (The glasses and the plates came from William H. Plummer.) If you haven't the kind of skill that achieves a beautiful tower of fruit, your fruiterer will send a man to do it for you, and you can fix the festive flutings merely by cutting the paper any width you desire and pleating it with your fingers. If your table is oblong, you can have the circular motif made with the paper lace repeated at each end, with a mound of fruit in the center of each.

Another of Mr. Mullen's Christmas ideas, and one he used at a party where supper was served on small square tables, centred around a Christmas-tree, built like a lazy susan. The tables were covered with green damask, and in the centre of each was a little modern Christmas-tree of green cardboard, made in three tiers edged with glittering silver snow. In the lower tiers were the favours, tied in silver gauze; in the second, mints in silver dishes; and in the top tiers, sweets, with a lighted candle rising from the top. At another party where the little tables were round, they were covered with silver cloth, the places were set only with crystal and silver, and in front of each place was a flat wreath of white holly, studded with candles. The leaves of the holly were of suède cloth, which had the creamy feeling of the candles, and the circle that the wreaths formed made the only decoration on the tables.

If the hostess decides to delight the eye with a table of Victorian bounty, she does well not to carry this principle too far into her menu. For almost every Christmas menu is too lavish, and is there any one who can truthfully say that he has ever risen from a Christmas feast without having eaten far too much? Tradition dictates good substantial fare for this feast, to be sure, but the hostess does not have to augment it by a cream soup, for example. Or, if she has oysters, she can omit fish or entrée, and vice versa. Potatoes, in the minds of many, could well be lacking from this festive board, the salad should be of the simplest, and—despite cries of treason from the old school—there *are* other desserts besides plum pudding. The menu that (Continued on page 104)



MARTINUS ANDERSEN

FLUTED LACE PAPER AND FRUIT





CHANEL—THURN

STEICHEN

We haven't seen pale beige sports suits for some time, but we're going to see a great deal of them in the immediate future. This model shows how very smart they will be. The jacket and skirt are of rough woollen, the blouse of a brown-and-beige striped woollen cut diagonally, in typical Chanel fashion. The hat that completes the costume is an Agnès model of brown felt with a square crown; from Thurn. Chair from Les Arts Modernes, Inc.

### **Pale beige comes back again**





HOYNINGEN-HUENÉ, PARIS

REBOUX—BRUCK-WEISS • VIONNET

**The newest hat silhouette points up in the back**





HOYNINGEN-HUENÉ, PARIS

REBOUX-KNOX

# A SECOND REVOLUTION

## in Paris millinery

- Mrs. Noel Murphy, photographed above, is wearing "Paris," a hat with the new high-in-the-back line that is as much talked about as the Eugénie hat of last summer. It is of reversible felt and taupé
- Madame Martinez de Hoz also sponsors the new line with her feather helmet, which is shown on the opposite page. Her breitschwantz coat is an example of Vionnet's fine fur work. This is fitted to the figure like a moulded evening dress

EVERY one in Paris is talking about the new high-at-the-back line in hats that Reboux is launching. Hats with sky-pointing crowns are supplanting those with down-dipping brims. When our headgear listed forward and to starboard, we immediately raised our coiffures to the hair-line.

But now, we're getting high hat. Well-educated ones, like Reboux's "Paris" (above), start their career at a point above your head, at the side back, and descend to the other side of your right eye. "Paris" is an example par excellence of the new line, and several smart Frenchwomen wore it at Long-

champ and the Ritz. Modified slightly, perhaps, it's the coming silhouette in hats.

Reboux also created Madame de Hoz's high-in-the-back feather plumage, shown on the opposite page. It created an extraordinary impression recently at Longchamp, when Madame de Hoz came down from La Tribune des Dames like an Aztec chieftain silhouetted against the setting sun. The effect of the multi-coloured helmet with her own brilliant colouring was superb—yellow and rust, with greyish-green *coq* feathers, setting off her black hair and copperish skin. Her striking appearance has stirred Paris to new and greater flights of fancy.



# TOPPING OFF the MODE

with new furs and hats



LUCIEN LELONG • MADO



HEIM • TALBOT—BONWIT TELLER



MAINBOCHER

• If you're going to the country for a winter week-end, it's smart to wear brown ponyskin over your rough woollens and jerseys. The amusing garment shown above, half-cape and half-scarf, can be worn in several diverting ways over suit or coat

• Another view of Lelong's cape shows how adequate it is to keep you snug when the chill winds of winter blow. With it is shown Mado's brown felt hat, "Je le Veux," with a brim turning up in the back, as sharp and saucy as its name

• The ermine set, "Idole," from Heim, extreme left, is a streak of white against sapphire-blue. The hat, J. Suzanne Talbot's "Le Martiniquais," is as diminutive as the muff. It's a mere blister of blue taupé with a multicoloured torsade of ribbon

• The Mainbocher sable scarf and muff at the left are entrancing with a dress of violet-brown woollen. The scarf looks as simply cut as a wool one, but it's not! Along with everything else, Mainbocher is making smart hats like the one this lady wears





WORTH



LUCIEN LELONG

• Crisscrossing done in white ermine against dead-black woolen is as striking as anything could be, just now. The ends of Worth's white ermine scarf slip under your belt and actually stay there. It would be chic worn with either a coat or dress

• One point in back, and one in front, and to one thing constant never, because it goes with everything you possess. Just the same, Lelong's double-pointed ermine scarf, at the upper right, is a pet, with its nonchalant bow tying so becomingly at the neck

• The lady wearing the caraco, at the right, has chosen Redfern's model of white shaved lamb. It has one of the new stock-collar effects. Rose Valois's "Trio," in dark green to match the skirt, is of corduroy—excellent for a casual sort of hat

• The Worth black cloth cape, extreme right, is trimmed and lined with white ermine. It crosses in front to tie in back and, with its matching muff, makes a combination as exciting as a new beau! Talbot's hat, "Voilier," is of black felt



REDFERN • ROSE VALOIS—BENDEL

WORTH • J. SUZANNE TALBOT—SAKS-FIFTH AVENUE





At the top is Arthur B. Davies's "Flowers"; from Ferargil Galleries. Next below appears "Models," by Picasso; Weyhe Galleries. Directly above is "Persane," by Henri Matisse; from the Weyhe Galleries. Marie Laurencin's charming "Tête d'Arlequine" is shown at the left; Kraushaar Galleries

## CHRISTMAS SHOPPING

**in the galleries**

GIVING a work of art is one solution to the Christmas gift problem—especially this year when every effort is bent towards making a dollar do double duty. In the first place, art has the quality of luxury so necessary to the Christmas spirit (whether it can be regarded as a luxury from the spiritual angle is another matter), and it is something which, if judgment is exercised, will not go out of fashion and will very likely become more valuable as time goes on.

Needless to say, giving a work of art presupposes a rather close understanding of the recipient's tastes and point of view. But, even lacking this, the mere possession of a work of art by some one whose æsthetic tastes have heretofore not been clearly defined frequently awakens a genuine interest.

Unfortunately, the misconception that art is extremely expensive still exists with many people. The old-time pomp and mystery with which the dealer surrounded the purchase of a work of art strengthened this belief and also frightened the potential collector away. Nowadays, prices are boldly printed in the catalogues or on the pictures, and dealers prefer that the art lover browse about the gallery or look through the portfolios until he finds something he likes.

Works of art by members of the younger generation are quite logically the cheapest. Corot's advice to distrust a work of art that does not move one at first acquaintance is a good working basis for venturing into this uncharted territory of contemporary art. Gal-



eries which specialize in young American talent are the Frank Rehn, Downtown, Daniel, Weyhe, Ferargil, Brownell-Lambertson, and Kraushaar Galleries. Both the Kraushaar and Weyhe Galleries also specialize in drawings and prints by contemporary and nineteenth-century Europeans. This year, Mr. Kraushaar brought back from his European travels a group of Constantin Guys water-colour drawings, which were the sketches for the Crimean War series that he made for the *Illustrated London News*.

It may be surprising to find that such high-priced artists as Picasso and Matisse should be included here. But, as yet, their prints, which are highly prized by collectors, have not commenced adding zeros to the original figure. The Picasso and Matisse prints and prints by other contemporary French artists are priced as low as thirty dollars and may be found at the Weyhe, John Becker, and Montross Galleries.

The drawings of Eugene Speicher may be found at the Rehn Galleries. Mr. Rehn also has a fine collection of drawings by Leon Kroll, John Carroll, Andrew Dasburg, Maurice Kantor, George Biddle, and others. At the Ferargil Galleries, the largest selection of Davies prints and drawings is to be found. A portrait drawing of your child has an especial appeal at Christmas time, and drawings of this type by Margaret Train (Mrs. Boris Samsonoff) have more than sentimental merit.

The group of drawings, prints, and small sculptures shown on these pages is a cross-section of what is being offered to-day in the New York galleries at prices well within the reach of people who must budget their Christmas expenditures. They are merely samples, so to speak, of the kinds of art that are available.



The lovely head of a woman by Eugene Speicher, left, is from the Rehn Galleries. (Below) Two donkeys by Renée Sintenis; Weyhe Galleries. Ceramic horse at left by Valley Wieselthier; Contemporaria. Three horses at right by Elsa Horn Voss; W. & J. Sloane Galleries

The small sculptures below have a genuine plastic quality. "Torso," by Milton Horn; Brownell-Lambertson Galleries. "Head," by Dorothy Greenbaum; from the Weyhe Galleries. Two bronzes by William Zorach; Downtown Galleries



MARTINUS ANDERSEN



# AMONG THOSE PRESENTS

## all around the house

2. Have you settled all the obligations you incurred on those delightful week-ends last summer? Here's Christmas and your chance. The pottery flower-pot below, with the little flower-pots and horses, would make an amusing present for a house in the country, and it's something a hostess would love to receive; Carbone, Inc.



1. From dusk to dark, what could be more alluring than silver cocktail glasses lined with gold? Provided, of course, they are filled with pale gold liquid! The tray and shaker, too, are of silver; from Caldwell  
3. If it's late and the candles are lit, then the liqueur set of white Fostoria glass below will interest you; Bloomingdale



4. These bedroom exquisites (left) are two crêpe de Chine pillows with Brittany lace appliqués, peach satin sachet bag with lace, and satin bands to hold lingerie; Carlin Comforts  
6. Below is a tin what-not, in any colour, to hold your plants or your knitting. It's from the Chintz Shop



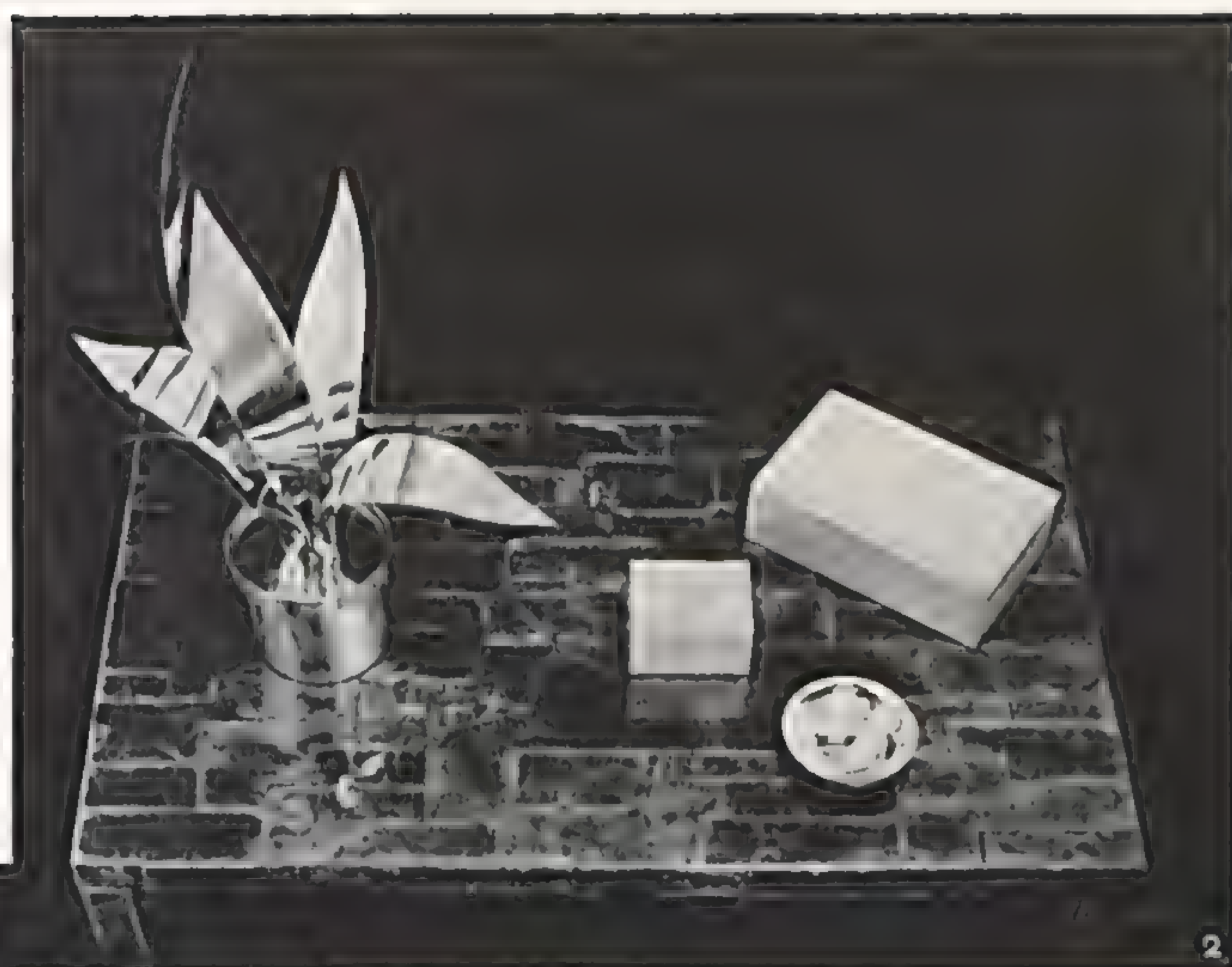
LÉON DE VOS

5. Leather always makes a good Christmas present, and these chromium bottles in their brown or green leather cases are especially handsome. And what a boon for travelling! The box at the left in the photograph holds two packs of cards, poker chips, and score pads, as well. It's of bright Christmas green leather. All from Mark Cross





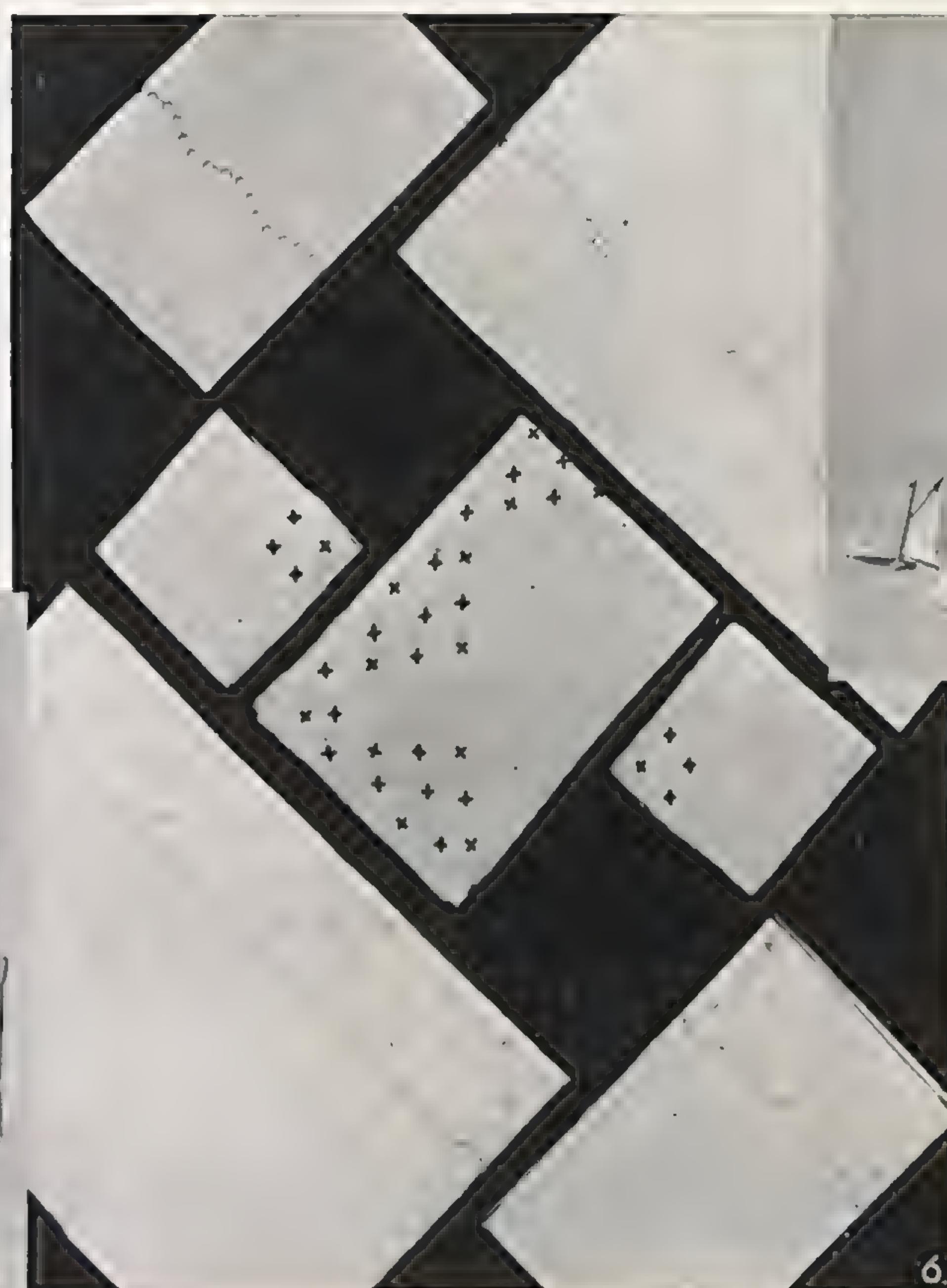
2. The very modern person will like the suggestions at the right. The unusual table has a gleaming mica top. The flower-pot and plant are as shiny with chromium as the Empire State Building. And the ash-tray is, surprisingly, a mirror. The cigarette-case and match-box are of sharkskin. From Diane Tate and Marian Hall



1. At the left are écreu cocktail napkins with Milan lace and an écreu pillow and tray-cloth with appliqué; Kargère  
3. At the upper right is a modern clock of dark blue enamel and chromium designed by Frankl for Warren Telechron  
4. The dessert-plates and coffee cups (right) have a lovely Wedgwood design in silver lustre and soft blue; Ovington



6. The percale sheet and pillow-case are in peach with sprigs of white embroidery. The white linen set and the tray-cloth have Beauvais embroidery; from Maison de Linge  
7. Very lovely are the blue taffeta lingerie set below, quilted in the "Pegasus" design, and the spider-web quilted blue satin cushion; Eleanor Beard



5. Even ship models have gone chromium! These might sail a brilliant course across some modernistic mantelpiece or table top. The little boats that look as if they were heeling under a stiff breeze to pass them are of blue glass with red or blue masts. And the hilarious sailors are of blue glass, too; Rena Rosenthal







- Here, at the right, is a mahogany mirror that is surely destined to reflect a lovely face. It is a charming accessory for a boudoir; 12 inches wide, 15 inches high; Bergdorf Goodman
- The pale pink knitted bed jacket at the left is deliciously soft and warm. A fitted yoke holds it at the hips; from Elizabeth Arden



- If your Christmas list includes a boarding-school girl, the tailored pyjamas, right, will make an ideal gift. They are of imported silk in pink and are moderate in price; Bonwit Teller
- The white antique glass bottles with ribbed sides would be charming on a dressing-table or bathroom shelf; Bergdorf Goodman



- Pyjamas are pleasant presents. The one at the left is a one-piece model made of apricot crêpe de Chine, and a short brown velvet jacket and brown velvet girdle add chic. This gift is recommended for any young lady who likes leisure—which means for any young lady at all. It may be had from Bonwit Teller



- What every woman wants—or, at least, one of the things—is a pair of dainty mules. The model, below, left, is of black satin with a salmon-pink lining, and has a slip strap; Franklin Simon
- The mule below, right, in blue and silver, has a cutout design that is very charming. It is modelled to cling to the heel; from Altman

- The well-cut evening set of brassière and panties at the far left combines pale cream Alençon lace and pink crêpe de Chine; Best
- The step-in combination, of pink georgette crêpe and Alençon lace, laces at one side; Saks-Fifth Avenue
- The panties are of pink georgette crêpe and satin, faggoted; Franklin Simon





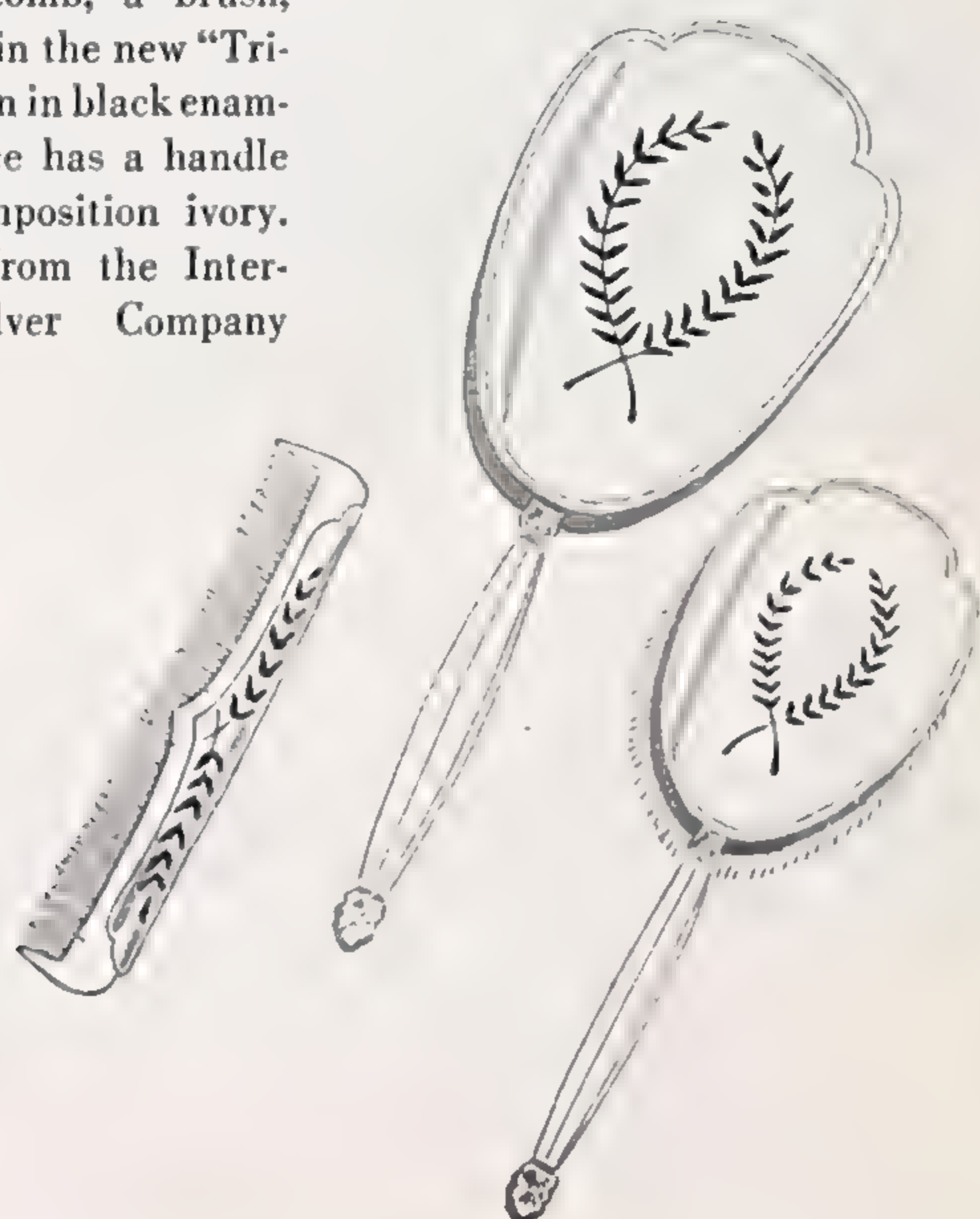
# FROM A LADY

## to a lady



- The first of this trio of delectable nightgowns is of pink satin with its top of shirred pink georgette. The hem dips slightly in back. It's from Franklin Simon
- The middle gown, of pink satin and cream coloured Alençon, has crossed straps in the back; from Altman
- Third gown is of pale pink lace and crêpe; Altman

• A silver set for the dressing-table is a sumptuous gift of enduring qualities. The graceful one that is shown at the right, below, includes a comb, a brush, and a mirror in the new "Triomphe" design in black enamel. Each piece has a handle made of composition ivory. The set is from the International Silver Company



SO long as there is lingerie in the world, thinking up Christmas gifts for ladies is mere child's play. With one fell swoop, you can write off every feminine name with it, for there probably never was a woman who had too much.

Lace dyed the colour of the lingerie is the newest thing. This means white on white, pink on pink, cream on cream, or a very new colour—pale peach-yellow on pale peach-yellow. The lace may be Alençon or, better yet, frothy tulle lace or Valenciennes. As for fabric, crêpe satin, georgette, chiffon, and crêpe de Chine are all smart.

Evening slips and nightgowns are aping Vionnet's crossed-strap décolletages. Nightgowns often are above ankle length, and almost invariably beltless. The waist-line is indicated by lacy fichus, crossed in front, tied in back—as on dresses—, giving a V-topped bulk. Other dress touches are seen in boleros, scarfs, Empire lines, and covered shoulders. Slips and panties are newer than combinations. Intricate fit replaces elastic.



- White glass bottles with stars and tops of gold-leaf are a gift to please the most fastidious woman. The round powder-box matches them. Milgrim has the set
- The black velvet tea-gown would win any lady's heart. It has enormously full sleeves, and ermine tails tie in a bow-knot at the neck-line; Jay-Thorpe



Here, at the right, is a very distinctive fabric making a very distinctive gown. Silky woven stripes in black chiffon accent the long, graceful line, and the shoulder sleeves, the high waist-line, and trailing skirt are all there to give you the new silhouette. This is a perfect dress to wear for informal entertaining at home, for its covered shoulders take away any feeling of too great formality, yet it has a graciousness that hints of evening elegance.

The lovely Augustabernard dress that is shown at the extreme right in the sketch is made of brown chiffon, beautifully cut and perfectly fitted. The long, flowing sleeves are a part of the waist-length jacket, which has radiating tucks from the neck-line. The dress beneath is simply made, with a well-placed bow tied softly in the back. Dark brown is a particularly chic evening shade, this winter, and is especially good in a transparent fabric like chiffon.



HAWES • HOLLANDER

## SUNDAY NIGHT DRESSES

**Vary their sleeves and their fabrics**





BRUCK-WEISS • MILGRIM • STEIN AND BLAINE

The lady perched on the sofa's arm wears a dress of flat crêpe in bright green, with a moderately high décolletage that makes it appropriate for informal evenings. The flattering cape and short sleeves are edged with dark brown fur, giving breadth to the shoulders and accenting, by contrast, the slim, moulded lines of the waist and the long, graceful skirt

Metal lamé is at its best when it is light as to weight and small as to pattern, as in the Sunday night dress shown above. Red is the predominating colour, with a touch of bright green in the girdle. Quaint little puffed sleeves give width to the bodice, and skilful cut gives slenderness to the hips. The skirt is in the ankle-length that is so wearable

One dress of beautifully patterned lace should be in every well-dressed woman's wardrobe. The one above is in a lovely warm red—a shade that is both smart and very flattering. There is a simulated bolero tied softly in front, and novel sleeve interest is given by separate sleevelets. This is a dress with charm for a young woman and with dignity for a woman who is not so young



• A pink satin yoke tops the black velvet dress at the right. It ties in back; under \$30; Franklin Simon

• The next dress, of purple velvet, after Chanel, has cap sleeves and a fur belt. It's about \$30; Bonwit Teller

• Little wings flutter at the back of the pale blue satin frock, second from right; under \$23; Franklin Simon

• Geranium and chartreuse crêpe combine in this model, extreme right; scarf-belt. It is under \$24; Jane Engel



• This simple geranium-red velvet has nice seaming in the skirt. It costs under \$50; from Baer-Kranich, Inc.

• A diminutive bolero of coarse white lace marks this dress of black velvet; about \$25. It's from Wanamaker



## THE LIMITED INCOME

### chic after seven

**H**AVE you a yearning for going out at night, and scarcely a penny in the bank? Then remember that trains and bustles are for the girl with lots of clothes. You'll have to watch your step and go in for simplicity. And you'll look all the better for it! Trimming is the Great American Fallacy.

• If you want to cut your cleaners' bills in half, get a long evening coat. You know what an attraction a light evening dress has for all the dust on a taxi or theatre seat. And long wraps can be found for small prices. Russeks Little Deb Shop has swanky full-length velvet

ones with huge rabbit collars for about thirty dollars. If you get a dark or neutral one, you won't have to spend so much of your young life figuring out correct colour combinations. But, in the country, you really don't need any. Just wear your top-coat over your evening dress for those long cold drives.

• Women with lace scarfs tied around their heads on winter nights always look frumpy to us. But we saw a smart Parisienne recently who had swathed her head with beige chiffon that almost matched her hair. She wore it turban-wise, and her monogram embroidered in brown





• This white velvet evening wrap is cut amusingly like a sports coat. The wide cuffs are of kolinsky. The price is approximately \$40; Altman  
 • A wide ermine-cut lapin collar is a lovely trimming on a black velvet coat; under \$60; Franklin Simon

• Very luxurious is this long red velvet wrap with its shirred, rolled collar and decorative sleeves. It costs under \$80; from Best  
 • Callot designed this simple, tailored wrap, made in several shades of velvet. It's under \$25; from Altman

• Vionnet's wrap of red velvet flaunts cuffs of flying squirrel on raglan sleeves and a collar tying in the back. It costs less than \$40; Altman  
 • A green velveteen coat, at the right, has a shirred collar like a huge Elizabethan ruff; under \$70; Gervais

showed where she pinned it on in front. Nothing could be simpler to make yourself—just get a long piece of chiffon and have it picoted. Jay-Thorpé will make monograms for very little.

• You can buy four evening bags now for the price of one expensive one. These staccato bits of colour have a marvellous way of making an old costume forget its age. And the shops have done themselves proud in this matter of grand evening bags for practically nothing. Lord and Taylor has bright velvet pouches with jewelled clasps for less than five dollars, which any dress would relish.

And Bergdorf Goodman has good little beaded bags, too, for about eight dollars.

• Have you a tired black evening dress lurking in your closet? You can make it young and fresh and handsome by buying two huge white artificial peonies and attaching them to your bosom plumb in front, à la Mainbocher.

• Satin shoes have an annoying habit of getting frayed. We hear that the thin suède in Lord and Taylor's evening sandals wears a lot longer. You can get them in several light colours.

• You know, you never look so gala in the evening as when you wear white. If

you have to choose one very special dress for bonfire nights, have it white. It doesn't matter what other colours are popular at the moment. But if your hair is red, the new shade of dark, dark prune-brown will set it off divinely.

• If you have an unbending budget, you can pick up smart dresses that are selling for a song—and not their swan-song either, for some models are so good that they'll stand being copied down to the last cent. The Budget Shops of the larger stores are a boon in these thrifty thirties. Jane Engel, Madison Avenue, prices all her dresses under \$25.





## DESIGNS FOR PRACTICAL DRESSMAKING

### Look to your neck lines and sleeves

EVENING FROCK No. S3543—This lovely evening dress with back fulness cascading to the floor is made of Stehli's "Delecta" satin. The front is simple, and the hip-line is smooth. The revers at the back are a chic new note. Designed for sizes 32 to 40

EVENING WRAP No. 5849—Choose one of the new, deep, rich colours, perhaps a sapphire-blue or a purple glossy velvet for this flattering wrap with its double sleeves and little cape that turns into a becoming surplice collar. Designed for sizes 32 to 40

EVENING FROCK No. 5851—Very slenderizing is this frock, shown in two views, with its narrow front panel and well-placed pep-lum. It is made of "Moravia," a semi-sheer crêpe from Haas. The separate cape-scarf ties at the front. Designed for sizes 32 to 45

FROCK No. S3544—Wrap your ribs and enlarge your sleeves, and you're well on your way to looking like 1931-32. This canton crêpe dress has shirring at the elbows and on the bodice. The collar is circular. Designed for sizes 12 to 20; and 30 to 38





FROCK No. 5842—Tucks here and there and everywhere make this afternoon dress softly feminine. It's of heavy sheer crêpe, and the fantastic sleeve puffs and the girdle swathed about the figure give it a very new look. Designed for sizes 12 to 20; 30 to 38

FROCK No. 5843—If a woman "of a certain age" should wear this wrapped satin dress in dark brown or black, with its girdle softly tying at the side and its loose sleeves, she'd probably look ten years younger; a scarf included. Designed for sizes 32 to 46

FROCK No. 5841—The sleeves of this "Easy-to-Make" frock flare below the elbow to synchronize with the jaunty cornucopia pockets. It is made of crêpe "Sarak" from Schwarzenbach Huber. The scarf ties Ascot fashion. Designed for sizes 32 to 44

COAT No. 5848—This velveteen "Easy-to-Make" coat has that smart look given by bulk above the waist and very little below. Buttons mark the surplice closing, the sleeves are raglan, and a scarf is optional. It is designed for sizes 32 to 42

ENSEMBLE No. 5845—A colour contrast or two tones of the same colour would be equally good for this jacket and scalloped frock ensemble, shown in two views. It is made of "Roshanara" rough crêpe from Mallinson. Designed for sizes 12 to 20; 30 to 38

**Backs of these**

**models are shown on page 90**





# GOOD SCENTS

**A matter of application**

PERFUME is one of the most glamorous things in our lives. It exists only to make us lovely. It is gone before we can get tired of it or wear it out. It is the essence of our favourite flowers—and, if any materialist would question the veracity of this, let him hold his peace, for our picture of a wave of fragrance rising from a sunny field of flowers is part of our whole conception of its glamour. Surely, lovely women have used perfumes since the world began, but here that sharp query of the twentieth century interrupts to ask pertinently—*And How?* For no matter how perfume has been loved, it has certainly been maligned. Dabbed on straight from its bottles, applied in any amount, on any part of our clothes, its charm is dissipated. Used with discernment, it doubles its loveliness.

There is a cult in this use of perfume that the fastidious woman of to-day has made her own, and the first principle is to use it first and always directly upon the skin, no matter how else you may adapt it to your own preferences. On the eyebrows, on the ears, on the chest, on the insides of the wrists, on the tips of your fingers so that they leave a trail of fragrance through the air—these are the perfect places for your perfume. In the evening, of course, we want more. Never was there a mode that made perfume a part of itself more completely than this feminine, luxurious one that we live in. We spray it onto our evening lingerie, onto the scraps of handkerchiefs that go into our evening bags. And if we are experienced in this art of application, we know not only that spraying is the

best of all possible ways of applying perfume, but that there is an art in the spraying itself. If you hold the atomizer some distance away from the article you are spraying, only the finely diffused rays of fragrance reach it, instead of a stream that drenches it in spots.

One of the most subtle measures for making our perfume a veritable part of ourselves is to imprison it in—not on—our clothing. Little squares of kid or cotton flannel, saturated with perfume, allowed to dry, and sewed in a hat lining, around the hem of a skirt, or in a girdle, keep a perpetual overtone of fragrance.

There are the discreet, the subtle points of application for those who are purists about their perfume. For those of us who love perfume as much for its own sake as for ours and who wish to spray it about as a finishing gesture of every costume, a thought should be given to what we are spraying it upon. For certain fabrics have acquired in their dyeing and finishing a chemical character that may change the scent of our perfumes. With chiffons and the lighter fabrics, we can spray without fear, provided we do so always with discretion, but with black or coloured woollens, we should have a care lest our perfume's reaction to them is not an amicable one. The best way to test this is to ask some one else about it. For the truth of the matter is that we eventually reach a point of saturation with the scent of our own perfume. Here is the time, psychologists in these matters will tell you, when you should change to another fragrance, till the first one comes back to you, vivid and alive.

To have a single theme song in perfume, an ensemble of powder, bath salts, toilet-water, and soap repeating the same fragrance throughout, is a traditional bit of elegance. But perfume is such a personal matter, to-day, that many of us vary from this tradition, and smart dressing-tables may have from three to six bottles of different

scents, forming a perfume wardrobe.

However we use it, there is one thing at least that we owe our perfume and that is to preserve its freshness in the way we keep it. All perfume suffers a certain amount of deterioration in contact with the air, and we should either buy it more frequently in smaller bottles, or, if it is in large bottles, transfer it in small amounts to our atomizers or dressing-table bottles. And, when a bottle of perfume has been opened, be sure each time that you close it that you press down the stopper and turn it slightly to the left or right, so it is closed against the air.

And, above all, if you don't really love the perfume you are using, try another, and don't stop until you find the one that gives you a certain thrill every time you smell it. For no matter what we may say about dressing to please others or to conform to the mode, in perfume, we can do just as we like. The smart trend, to-day, is certainly towards a light, simple blend. But, whatever the trend, if we are violet women, let us by all means *be* violet women. If we want the very essence of twentieth-century sophistication, let us choose the newest, the most complex fragrance to be had.



A BOUQUET OF FRAGRANCES



# JUST WASH HALF YOUR FACE

*Don't take our word for it . . . make a simple test that will settle once and for all this problem of how best to care for your skin.*

Once every day, for a week or two, just wash *half* your face with Woodbury's Facial Soap. Keep on using your favorite ritual of creams, soap, lotions or whatnot on the other half of your face. The clearer, finer, *newer* look on the Woodbury cheek will soon convince you of the greater effectiveness of this simple beauty treatment.

All we could tell you about Woodbury's Facial Soap . . . its tonic cleansing effect . . . its corrective action on lazy pores . . . the healing stimulus it gives to a skin with blackheads or pimples . . . none of these statements would be so convincing as a few days' test of Woodbury's Facial Soap on your own face.

Perhaps you have a beauty treatment method that you think does everything your skin needs. Test Woodbury's Facial Soap against that method. Treat one side of your face with Woodbury's every day. Coddle the other side with any luxurious ceremony you wish. When you see the skin growing clearer on the Woodbury side, pores growing finer, tension firmer, smoother . . . you will need no further proof that Woodbury's is utterly necessary in the daily care of your skin.

Perhaps you have a normal skin that you take for granted needs no particular attention. Don't assume your skin would not be grateful for sound protective care. Wash half your face with Woodbury's Facial Soap for a couple of weeks. Neglect the other half as recklessly as you like. The Woodbury half will bloom surprisingly . . . proof that even a healthy normal skin is lovelier when Woodbury's keeps it wakefully active.

This half-face test is not an empty advertising statement. 15 of the country's leading dermatologists used this wonderful method to make scientific comparison of various beauty treatments. Their clinical records of the test on 612 women's faces show that time and again Woodbury's Facial Soap corrected coarse pores, dull sallow skin, blackheads, flabbiness, lines, pimples . . . when other toilet preparations failed.

Probably you will only need to wash half your face with Woodbury's for 10 or 12 days to see results that will make you adopt it for all your face and all your life. Woodbury's is on sale at drug stores and toilet goods counters everywhere. Buy a cake today!

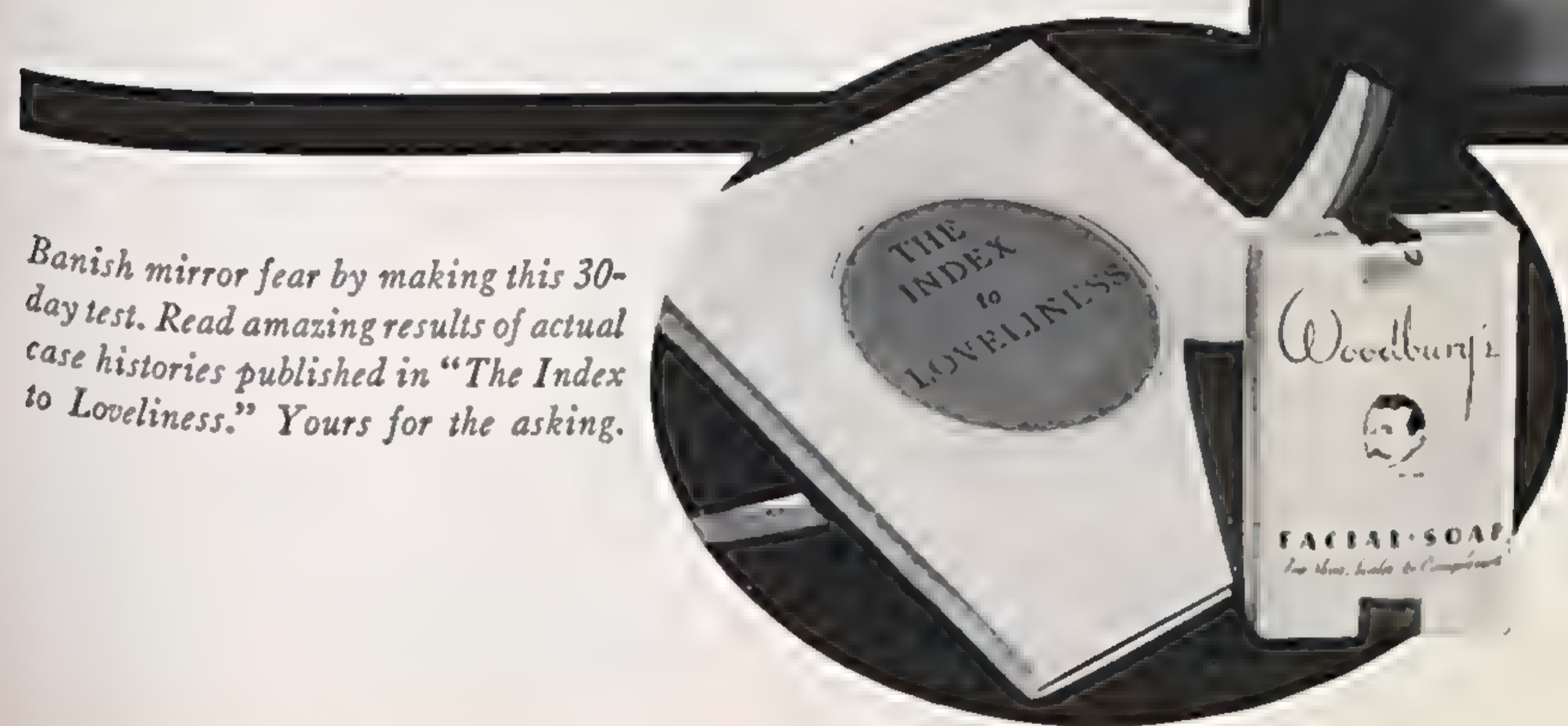


© 1931, John H. Woodbury, Inc.



## To please a Man at Christmas...

If you were a man, you would be delighted with this new Woodbury's Gift Box for Men. The kind of gift every man wants—but seldom buys for himself! It contains Woodbury's Facial Soap, Talc, Shaving Cream and Woodbury's After-Shaving Lotion . . . Special value for one dollar. At all drug stores and toilet goods counters.



*Banish mirror fear by making this 30-day test. Read amazing results of actual case histories published in "The Index to Loveliness." Yours for the asking.*

### USE THIS COUPON FOR PERSONAL BEAUTY ADVICE

I would like advice on my skin condition, as checked below. Send trial cake of Woodbury's Facial Soap and samples of Woodbury's Cold Cream, Facial Cream and Facial Powder. For this I enclose ten cents.

Oily Skin ☐ Coarse Pores ☐  
 Dry Skin ☐ Blackheads ☐  
 Wrinkles ☐ Sallow Skin ☐  
 Flabby Skin ☐ Pimples ☐

Send sample of one of Woodbury's Three Famous Shampoos, for which I enclose ten cents. Also send copy of authoritative pamphlet giving scientific advice on the care of my particular type of hair. (Check the type of scalp you have.)

Normal Scalp ☐ Dry Scalp ☐  
 Oily Scalp ☐

Copy of "The Index to Loveliness" sent FREE with either of above coupons.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Mail to JOHN H. WOODBURY, INC., 1012 Alfred Street, Cincinnati, Ohio. In Canada, address: John H. Woodbury, Ltd., Perth, Ont.



# CHIC AT A PRICE

BELOW, LEFT TO RIGHT; UNDER \$40

- For the country week-end or to wear under a tweed coat in town, this Golflex dress of mustard-and-black knit tweed, with a sleeveless jacket, is a smart costume; the Tailored Woman

- The combination of light blue and dark blue is a fashion duet of the season. Here, it is used in a silk crêpe dress with a twisted sash that may be tied however you please; from Best

- A green, black, and white silk blouse, in fine horizontal stripes, well tailored and belted, combines attractively with a black silk skirt and looks gay under a winter coat; De Pinna



ABOVE, FROM LEFT TO RIGHT; UNDER \$25

- A smart appearance is not at all incompatible with a modified income—not if you wear a frock like this. It's of brown silk topped in green and made with gauntlet cuffs; De Pinna

- Since winter calls for gaiety in tone and tempo, red and all its variations have a high place in fashion. This sheer wool model has a red blouse and a black skirt; from Saks-Fifth Avenue

- The bright frock—the dark coat—and 1932 stands out distinctly. This bright blue wool frock, with coral-and-silver buttons, may be worn with a black or dark brown coat; Best

- Sashes are beginning to rival the belt. The black silk blouse of this one-piece model tucks into a black wool skirt, and the silk sash ties softly in front. Model from Franklin Simon

- Again, the bright top, the dark skirt—in green and black wool. The upper section of this one-piece dress buttons in a smart diagonal line and has an amusing tab finish; Lord and Taylor



# After exposure—avoid Sore Throat

## LISTERINE

*Checks it quickly because  
powerful against germs*

Sore throat is a danger signal of oncoming trouble—a cold or worse.

It usually develops after sudden changes in temperature or exposure to others in overheated offices, germ-ridden railway trains, street cars, and buses. Wet feet also encourage it.

The moment your throat feels irritated, gargle with Listerine full strength. Sore throat is usually caused by germs—and full strength Listerine kills germs in the fastest time recorded by science.

Used as a gargle, it reduces surface bacteria in the mouth 98%. Yet its effect on tissue is wonderfully healing; does not irritate the membrane as harsh mouthwashes do.

This factor of safety, this germicidal power, alone are responsible for Listerine's remarkable ability to prevent and remedy ordinary colds and throat irritation.

Recent controlled tests on 102 persons reveal that those who gargled with Listerine twice a day contracted only half as many colds as those who did not gargle. And that their colds were less severe and lasted one-half as long.

Thus the laboratory confirms what millions have already demonstrated practically. Lambert Pharmacal Co., St. Louis, Mo.

**29 DISEASES**  
may enter the body  
through the MOUTH

•  
**KEEP IT CLEAN**

These figures are impressive. So too is the statement of one of the world's most distinguished physicians "that if mouth infection could be excluded, the other channels by which disease gains entrance into the body might almost be ignored." Both clearly indicate the importance of keeping the mouth clean at all times, and of immediately consulting your physician in case of illness.







MRS. NORMAN OGDEN WHITEHOUSE

*"The best way to remove cold cream I ever found"*

*says* **MRS. NORMAN OGDEN WHITEHOUSE**

GIVE your skin the clearer, fresher beauty that comes from using Pond's Cleansing Tissues to remove cold cream—for they are exquisitely softer, firmer, and half again more absorbent than ordinary tissues.

In a twinkling they blot up all surplus cream and with it every particle of dust, dirt, powder and make-up that might otherwise clog the pores and, like as not, cause blackheads and blemishes. "Nothing else ever removed cold cream so perfectly," society women say.

As handkerchiefs, these dainty Tissues are convenient, too. No longer need a cold "run through" the family. Old-fashioned handkerchiefs, repeatedly used, spread germs . . . Tissues are used just once, then

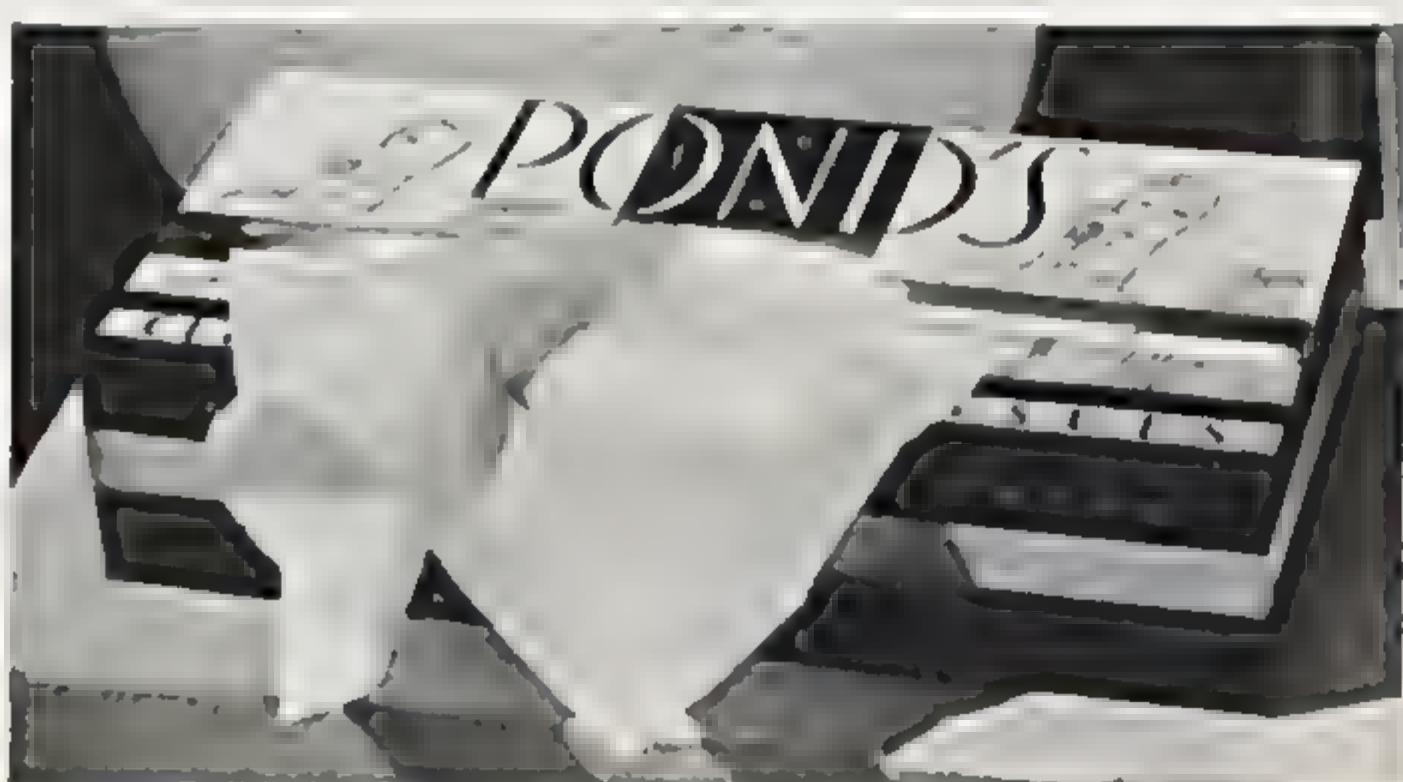
discarded . . . thus minimizing risk of reinfection, of spreading germs to others.

Keep Tissues always in your purse. See that your husband has them in his office . . . give the children plenty . . . teachers as well as doctors endorse Tissues enthusiastically.

Tissues are a blessing when anyone is ill . . . their sealed box brings them to you fresh and sanitary. How much less trouble, less expense than old-fashioned laundering!

In household chores, Pond's Tissues protect your pretty fingers in a dozen ways . . . keep boxes handy in bathroom, nursery, kitchen . . . and always carry plenty with you when motoring or traveling . . . They come in white or Parisian peach.

**POND'S**  
*Tissues*



CHECK OFFER: ☐ FREE sample of Pond's Tissues.  
☐ For 10¢ enclosed samples of Pond's Tissues, Freshener and famous Two Creams.

Pond's Extract Co., Dept. M, 110T Hudson St., N. Y. C.

Name \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Copyright, 1931, Pond's Extract Company

At the right appears the Kathleen Mary Quinlan treatment for a quick rejuvenating of the skin before make-up, one of a series that has been designed to answer the question of just what preparations individual skin problems require



## ON HER DRESSING-TABLE

EVERY woman in the world wants a simplified, efficient solution of her beauty problems. Among the wealth of preparations offered for her choice, she would like to have a voice of authority rise up to say, "You need this for that, and this for that, and not a single thing more." In effect, Kathleen Mary Quinlan has said exactly that in devising her new specialized treatments for use at home.

### BEAUTY DUET

For every skin condition that exists, there is one of these simple, efficient answers in two steps. To be sure, it is presumed that you take the ordinary measures of daily care in cleansing and nourishing the skin. These treatments are meant as the answer to those eternal questions, "Just what do I really need to do away with blackheads; exactly what will give my face that smooth, finished look; what must I do to discourage a double chin; what preparations will make my skin less sallow?" And not only do these specialized duets provide succinct and simple answers, but they are perfectly chosen to balance each other. Thus, if the action of one preparation might tend to dry the skin, the next one restores the natural oils; if an oil forms the first step, the cream that follows is of astringent variety. Any one who has ever consulted Miss Quinlan in her Fifth Avenue salon knows the sound, interested advice

that she gives to every client who asks for it, and these specific, simplified treatments are a crystallization of her years of study and experience. Each duet is marked clearly as to its own specific purpose.

Then, there are new additions to the Quinlan cosmetics—eye-shadows, in blue, green, and mauve, with an overtone of silver that gives a starry look to your eyes by night. And for the lashes, there is a new shade of Cosmetique, a midnight blue that does flattering things to blond and brunette lashes alike. You can purchase these preparations in the better shops throughout the country.

Woodbury's powder, which is a very fine, clinging blend, has a new shade in its range known as "Radiant." This has that happy faculty of blending readily with your own coloring, a point which every one appreciates in these days of matching this and that.

### PRACTICAL POINTS

Cutex has added to its many practical virtues the further one of black bakelite screw tops on its bottles. And if you are one to think that that is a minor point, it is only because you have never had the difficulty of having to extract a stopper that refuses to come out of its bottle. These tops even have finger-tip imprints, so that they unscrew at a touch of the fingers, bringing the little brushes fastened in the tops out (Continued on page 86)



This is the Kathleen Mary Quinlan duet for thorough cleansing. As in all of these various efficient treatment groups, there are but two steps and two preparations. This cleansing treatment includes a light oil cleansing cream and a refreshing stimulant

LÉON DE VOS



LES SELECTIONS NOUVELLES D'HOUBIGANT



PARFUM

*Festival*

A NEW AND EXCLUSIVE TECHNIQUE OF BLENDING RARE  
ESSENCES . . . THIS UNUSUAL AND LASTING PERFUME  
ONLY DEVELOPS TO ITS TRUE PERFECTION A BRIEF  
MOMENT AFTER IT IS APPLIED

HOUBIGANT  
PARIS





*Use Feu Follet skilfully, with a thought for its psychological effect...*

**The psychologists say:**  
 "Perfume is a stimulus to the imagination... it arouses memories... it stirs up emotions..."

*Feu Follet (FLAME OF FOLLY), the new Roger & Gallet perfume, is proof of this... it is exciting, attractive, haunting... It fastens attention on its user... for its psychological effect on yourself and others, begin to use it today.*

FLAME OF FOLLY expresses the modern mood—gay, light, but with a note of vigor, a radiant uplift. It is a perfume perfectly in the key of the new clothes. For all its femininity, it has a definite and lasting quality. It comes in a smart flat bottle (that doesn't tip over) at \$1 to \$6. At toilet goods counters everywhere. Also in Toilet Water, Face Powder, Soap (wonderfully nice for men, too), Talcum Powder and Sachet.

Smart women build up a perfume wardrobe from the galaxy of Roger & Gallet fragrances: *Fleurs d'Amour*, *Le Jade*, *Pavots d'Argent*. *Feu Follet* (FLAME OF FOLLY) is a fitting addition to this group.

**FREE**—A copy of "Fashions in Fragrance" telling how the Parisian élégante is using *Feu Follet*. Write to Roger & Gallet, Dept. D, 1071 Sixth Ave., New York.

**ROGER & GALLET, PARIS**



*Put a drop of Feu Follet on your lingerie straps.*



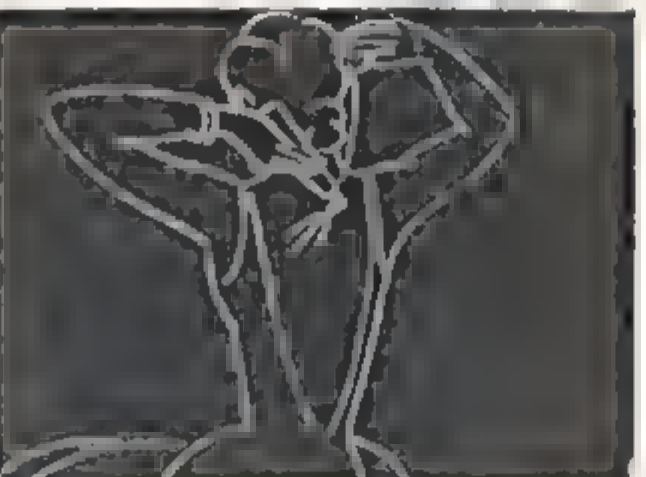
*Perfume the flower that ornaments your frock...*



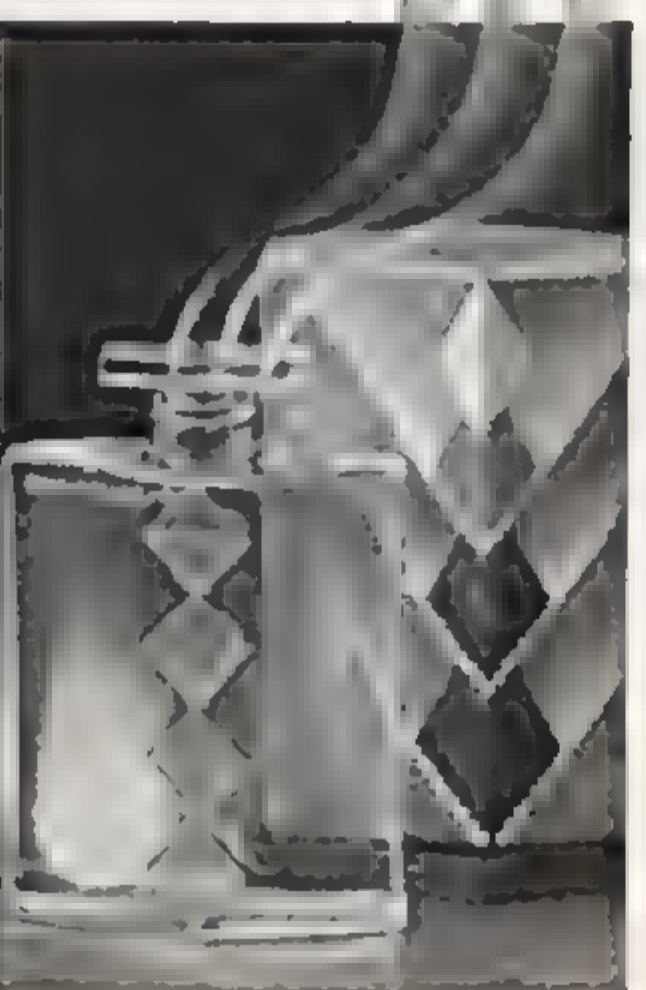
*Spray Feu Follet on your hair.*



*Touch a drop to the inside of your gloves...*



*When in evening dress, spray Feu Follet on your back and shoulders*



Alexandra de Markoff has this extremely smart zipper kit in moire (above) filled with her preparations in bottles and jars with gold-finished tops

At the right are two groups of Renée Thornton preparations, done up for Christmas and looking very gift-like in their blue-and-gold colour scheme



## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 84)

with them. Furthermore, you can put your brush down without having the wet end touch the dressing-table, because the stopper keeps it balanced. This is one of those inspirations that makes good grooming a simpler matter.

Laurent, the New York coiffeur, has a wave-setting lotion that his clients are taking home and using to set their own waves. This is a non-sticky lotion that makes the hair amenable to wave setting with your own fingers and a comb, and is very simple to use, even if your hair is naturally straight. You can get it unperfumed, if you prefer, as many women do. Incidentally, Laurent is one of those who gives you helpful general advice in keeping your hair well-groomed between visits to the hair-dresser, such as turning up your newly acquired small rolls of hair on little metal contrivances, so that they stay smooth and close.

If you are filling in the gaps on your Christmas list with beauty bits—and it is a nice thing to do, because

every one loves to receive them—a perfect gift of the "stocking" variety is Yardley's new box of twelve bath tablets perfumed with different fragrances. If you have ever reached the end of a long, tiresome journey minus your favourite bath salts, you will know what a joy it is to have this flat little packet tucked away in your bag.

A splendid gift for a gentleman to call his own is the Redleaf soap, especially made in London for Wana-maker. This is convenient in size and unobtrusive in its fresh scent. And there is the perfect group from Lenthéric, which will make any man eat his words about not wanting scented stuff for his bathroom. There is practical proof that masculine equipment can be extremely smart, but not fancy, and perfumed without being feminine, in every bottle and jar of this assortment of After-shaving Lotion, Powder, and Scalp Stimulant.

For a grand beauty gift, Renée Thornton has designed a beautiful suitcase in her own shade of blue leather or in black, with a grey cover, and a compartment of beauty preparations that can be lifted out and transferred to the dressing-table, when you are en route. Each bottle is strapped firmly into place, and every one who travels knows what a joy that is. The containers can always be refilled, and the specially designed compartment effects a great economy of space. The bag, together with the other Renée Thornton items, can be purchased at Altman's, in New York.



Yardley's newest compact is in gold metal with a miniature of the famous Yardley picture in the centre. It is a triple case, with two lipsticks, one for day and another for night



☆  
CHRISTMAS  
*at*  
BERGDORF GOODMAN



Our collection of Christmas gifts . . . bags, stockings, gloves, novelties, perfumes, furs, lingerie, antiques . . . is now ready. Things imported from Paris, at surprisingly moderate prices. Things made here to our special order, by people of exceptional taste. Accessories of the most chic. Lingerie priced from modest to magnificent. Unsurpassed furs. Novelties original and gay. An early selection is advised, for often there are only one or two or a few of a kind.

ON THE PLAZA  
BERGDORF  
GOODMAN  
5TH AVENUE AT 58TH STREET





# budgeting is chic and Christmas

- *Every woman is a showman—of her own charms*
- *Her instinct for display extends to her fingertips*
- *She can't eat an alligator pear or fix her hair without getting her hands well into the limelight*
- *She intends that the world shall be pleasantly—not painfully—conscious of them*
- *And this is your cue for Christmas 1931*
- *Don't miss it!*

by Cutexpert



**A**s a budget hound I see no reason why the passing depression should leave women a jot or a tittle less alluring.

*Au contraire!* With stockbrokers and husbands all more irritable and more critical, there is an added incentive or necessity for being very, very feminine and appealing.

And for real female fascination of the old-fashioned variety, there's nothing like perfectly soigné fingertips—slim and provocatively gleaming.

All this points to the inevitable conclusion that the elegant and economical new Cutex Sets will be on every chic Christmas List this year.

Each of the five "Sets" is described here in detail. They're ageless. You can count on their giving a big Christmas kick, both to callow youth and years of discretion. And they contain positively every manicuring gadget you'd ever have any use for, in its latest, most effective form, bottles with bakelite caps, et cetera.

They're tiny and compact or grand and luxurious—but *all* the prices are of the former type. They're correct, practical and smart! What more could a lady ask? Or give?

NORTHAM WARREN • New York • London • Paris

There are ladies who prefer to choose their own stockings and step-ins and you will get credit with them for unexpected intelligence when you present the exquisite new Cutex Marquise Set. It has a bakelite tray. The bottles stand up. And things are kept pristinely fresh in real glass. A grand gift for a mere \$2.50 in the U. S. and \$3.00 in Canada.

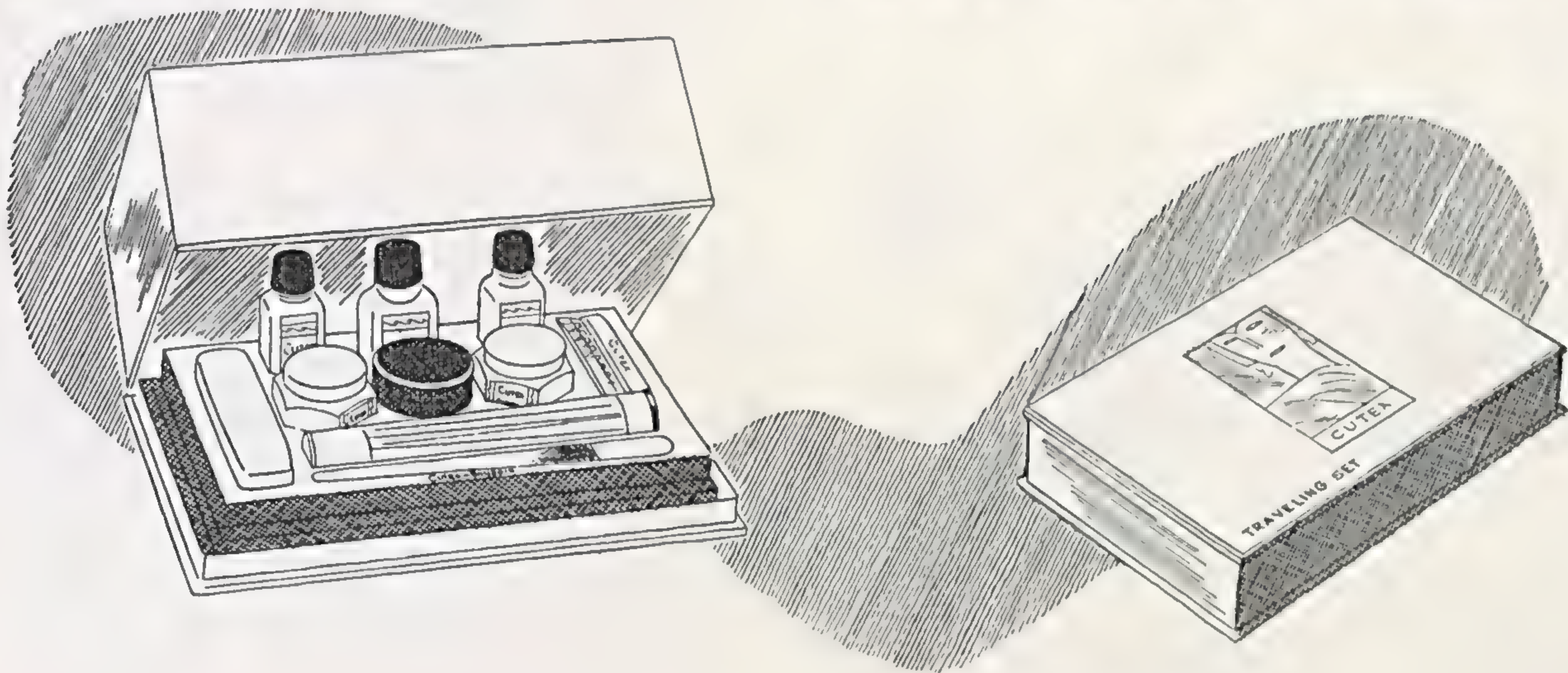
With the Cutex Five Minute Set, a clever lady can intensify her appeal in no time—in fact, in five minutes. The case—practical because it is metal, and feminine because it is pink and gold—looks handsome on a dressing table and is never messy in a suitcase. It contains positively all the essentials. It's a perfect pet of a gift for one single dollar (\$1.00)!

For desk drawer, car pocket, any decent sized purse, or the toe of a Christmas stocking—the Cutex Compact Set is just too neat and darling. And if you have a glinting eye for values, cast it over this list and rush out with your 60 cents to grab it: Cuticle Remover & Nail Cleanser, Nail White, Brilliance, Liquid Polish, Emery Boards, File and Orangewood Stick—trial sizes, but they last a long time anyway.

Cutex **LUXURY**



# Gifts like these fit any budget



If she goes in for elegance on a limited income, the Cutex Boudoir Set in French pink and gold will satisfy her wildest dreams of bedroom luxury and keep her fingertips soigné for months. With a bakelite tray complete, and cheap at \$3.50—in Canada, \$4.00.

She'll find the Cutex Traveling Set indispensable. What it does to her personality will make men give up their seats and greatly lessen the dangers of the customs. All in an innocent-looking pink and gold box that takes up no room, at the astoundingly low price of \$1.50.



**MANICURE** Sets 60¢ to \$3.50



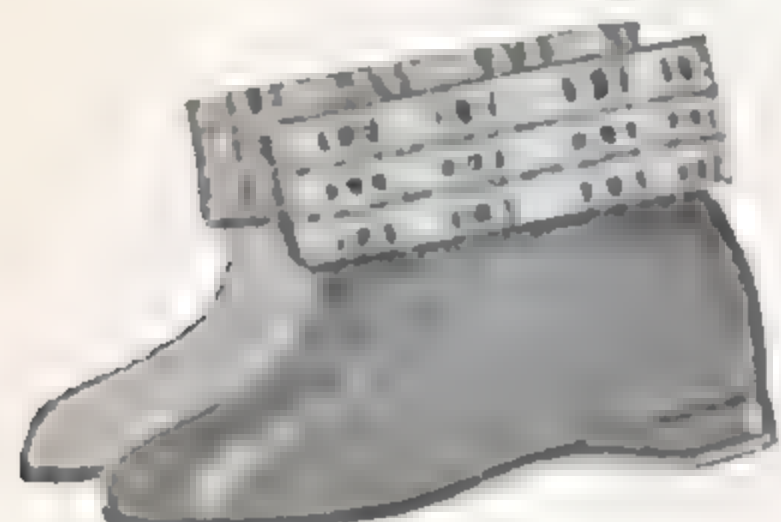
*Pretend . . .*  
*you are buying a*  
**PRESENT for YOURSELF**



Moire is the smart contrast note for any negligée. She'd adore this new backstrap.



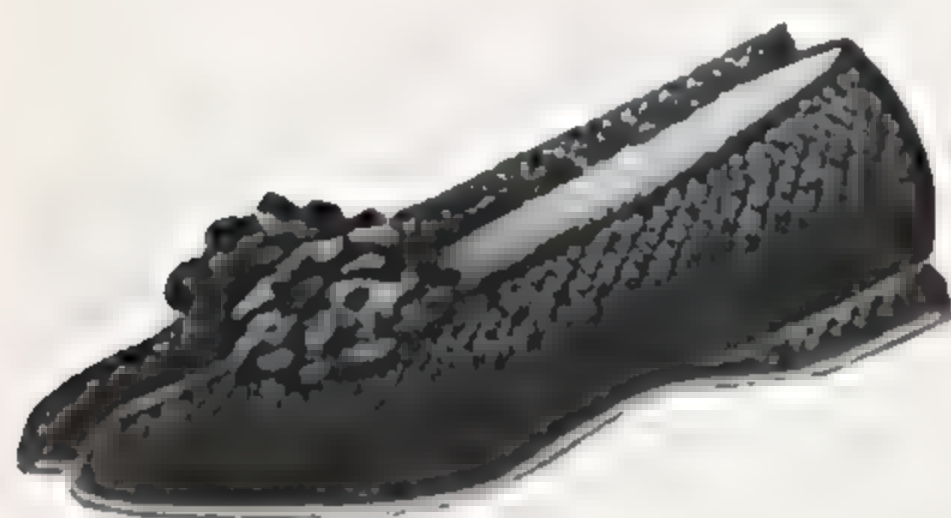
Bows on toes are flattering. Give her this gay new Bridge in lustrous satin and crepe.



A bedtime story in comforting felt for boys or girls . . . Daniel Green's Cavalier Boot.



This beloved leather Comfy seems to wear forever. Many colors. Sizes for women and girls.



Any woman—any age—needs quilted Comfys for the boudoir. Be sure they're Daniel Greens.



The Comfy Loll in leather or crepe with a restful sole has won more hearts than any man.



Comforting felt is a foot's best friend in slushy weather. Sizes for men, women and children.



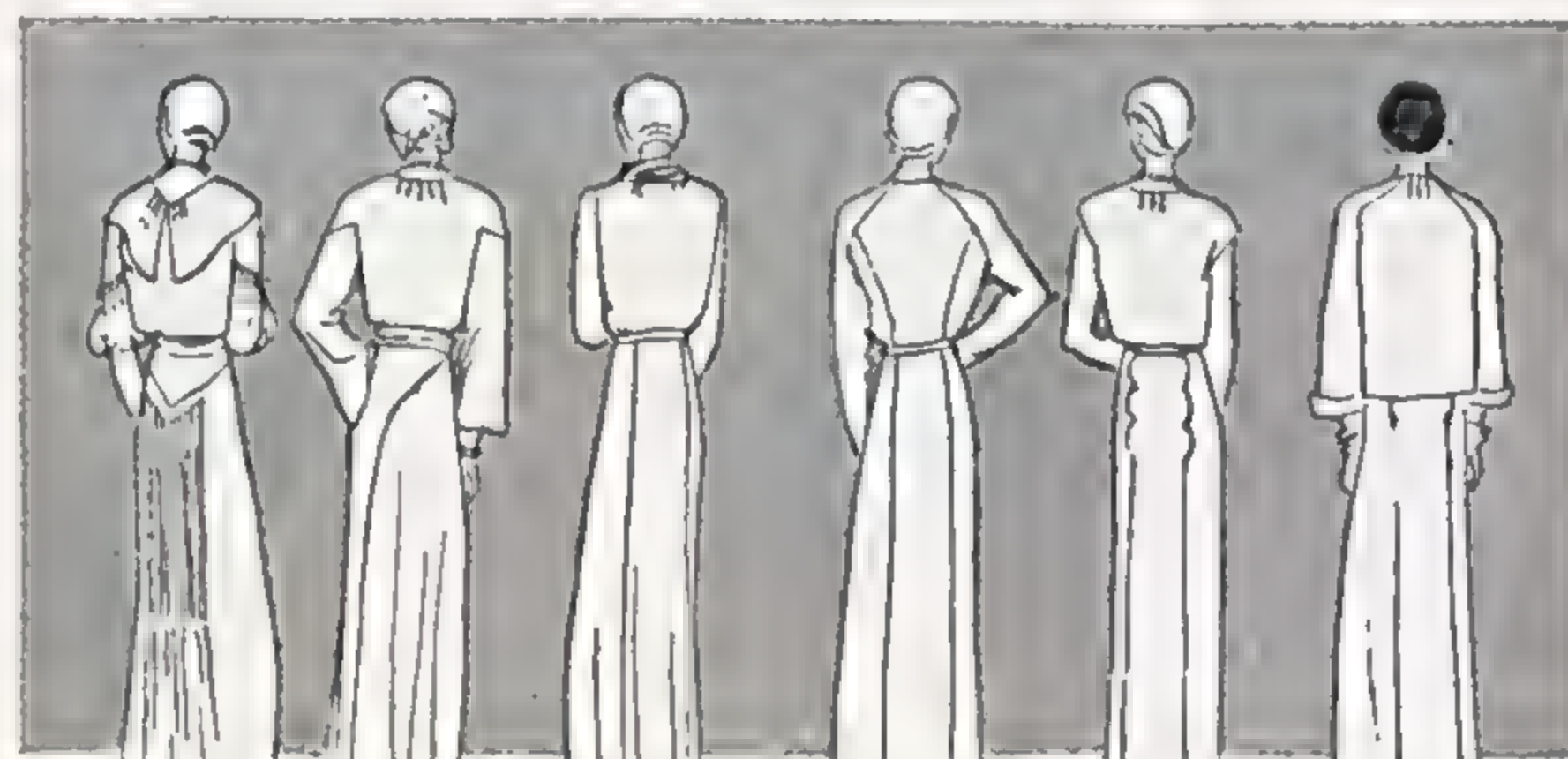
The men who get this trim leather Comfy will wear a smile a mile wide on Christmas morning.

★ Pretend you are buying a present for yourself. Can you think of anything (that is, anything as practical as Daniel Green Slippers) that you'd rather see pop out of a box?  
 ★ Of course not! Comfys or Leisure styles, Daniel Greens are as much a part of Christmas as Santa Claus. No one even claims to equal Daniel Green Quality. ★ Choose gay ones . . . cozy ones . . . for women of any age, for the men you love best. And don't forget the children. Prices \$2.50 to \$6 and up. ★ The Daniel Green Company, Dolgeville, N.Y.

**DANIEL GREEN**  
**LEISURE FOOTWEAR**



S3543 5849 5851 5851 S3544



5842 5843 5841 5848 5845 5845

• Above are sketched the back views of the models shown on pages 78 and 79. Long, graceful lines and clever seaming distinguish the evening gowns, which are cut higher in front than formerly, bringing into greater contrast the very low cut of the backs. The models for daytime set in a large store of chic by their sleeve treatment—sleeves that stand out as typically of this winter season

• FROCK No. 5846—This one-piece "Easy-to-Make" frock is of Stehli's silk serge. It was especially designed for the shorter figure and has long, simple lines. The skirt has front and back panels with inward-turning pleats. The plastron band on the blouse loops under the belt and buttons below the V neck. The set-in sleeves may be either long or short, as you will. It is designed for sizes 32 to 42

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns in this issue are given on page 116



5846



# *They carry This Christmas Gift to the 4 corners of the world!*



*In Canada . . .* No matter where travel may take your family or your friends, a Ciné-Kodak is an indispensable part of the trip. It keeps the memory of places and events . . . and the memory of your thoughtfulness . . . alive for years.



*In Florida . . .* If any of your friends are planning to spend the winter in the South, a Ciné-Kodak is a wonderful Christmas gift. The beautiful Florida beaches, the tropical landscape, offer a hundred exciting movie subjects.



*Beneath Mediterranean skies . . .* On a cruise around the world or on a trip to Europe, a Ciné-Kodak will add immeasurably to the joy of travel. It's the perfect gift to anyone about to embark on a voyage, no matter what his destination may be.



*And at Home . . .* Ciné-Kodak is not just a gift for travelers. Not a gift that lasts a few days or a few months. It is an ideal gift for the entire family . . . a gift that holds its interest practically forever. Start your movie record this Christmas.

Ask your Ciné-Kodak dealer to show you the new Ciné-Kodaks, as low as \$75, case included. Eastman Kodak Company, Rochester, New York.

## *Ciné-Kodak—Simplest of Home Movie Cameras*



## INTEREST CENTRES IN THE NECK-LINE OF

## TIDBITS OF THE RIVIERA

(CONTINUED FROM PAGE 55)

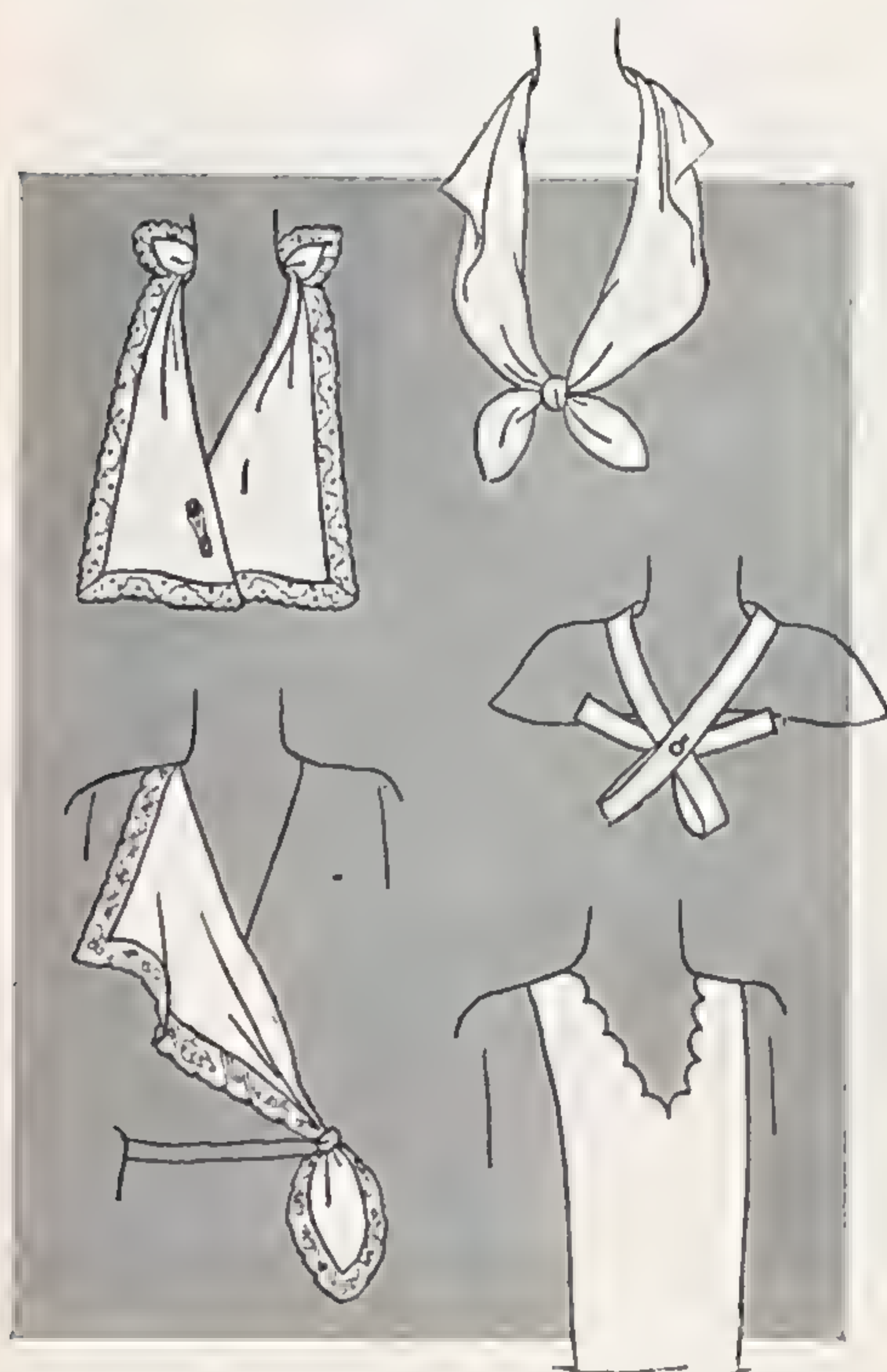
## DAYTIME DRESSES



FROCK NO. 5844—Mix plain woollen with wool mesh for this cold-weather frock. It is designed for sizes 32 to 42

FROCK NO. 5847—This simple frock is made of Mallinson's "Honey-comb Crêpe." It is designed for sizes 32 to 46

FROCK NO. 5843 COLLAR 5850—This canton crêpe frock may have a chiffon collar. Designed for sizes 32 to 46



COLLAR SET NO. 5850 Here are five ways to adorn your neck-line and make an old dress look new. At the upper right is one version, knotted in front. At the left, it has lapels and ties in back. And, below, it has only one lapel, tying at the waist-line. At the lower right is a straight gilet with a scalloped V neck, and, in the centre, a cape collar that covers the shoulders. Designed in one size

DESIGNS FOR PRACTICAL DRESSMAKING

bathing and did not have to pass their afternoons at the hair-dresser's. Madame Muñoz now wears her hair like a cap, tied about her head, with the ends just long enough to tuck in, turban-like, at the back.

The majority of women, however, still have a head of hair which, to me, suggests those artistic gentlemen of Montparnasse, who have neither the time, money, nor inclination to go to the barber and who have that most enviable possession, natural curly hair. In any case, hair must look natural, and waves that start near the parting are definitely out of fashion. There are now two waves where there used to be four—in fact, your wig should look less like a wig than formerly.

Another new fashion at Biarritz was a new pyjama, worn with more than the usual chic by the Marquise de Paris, who is among the best-known Frenchwomen. It was a sports pyjama, as distinct from a summer pyjama, reminiscent of beaches and bars, and it made one think of golf and motor-ing. Many women now say they are tired of pyjamas, while others say they do not find them becoming, but the Marquise de Paris, I thought, looked very smart in her one-piece sports-pyjama suit of white homespun.

It had very long trousers that resembled a divided skirt cut full and circular and set on a yoke. The top had a low-cut neck and no sleeves. Over this, the Marquise de Paris wore a short-waisted, tightly buttoned jacket with long sleeves, but no revers, made of the same homespun in bright red. Red shoes, a white felt hat with a red ribbon, white gloves, and a white bag completed her costume. Curiously enough, she did not give the air of being in pyjamas, and she looked as dignified as any woman I had ever seen in a tweed sports suit. Incidentally, this extremely chic outfit came from Augustabernard, and, as it was quite new to me, I presume the model was made for the Marquise de Paris to wear in Biarritz in the late autumn. Does this predict that the sports suit with a divided skirt has really come to be an acknowledged fashion?

## THE DINNER-PYJAMA

At small dinner-parties in Biarritz, at private houses, most of the women wore pyjamas, and this is a setting in which the dinner-pyjama looks very right. I thought the Englishwomen in their pyjama tea-gowns, a thing they do especially well in London, looked the best of all. Lady Ribblesdale, in deep-red velvet pyjamas with a long coat, like a three-quarters length Persian jacket with fur cuffs, looked radiant; and the Marquise Sommi, in black satin pyjamas with an écreu lace bodice and a flaring Persian coat of gold brocade, trimmed with fur, was also very smart. She wore gold sandals on her feet—an amusingly exotic touch. Lady Castlerosse's white evening pyjamas, from Hélène Yrande, of that wonderful material, peau d'ange (everybody calls it "the skin you love to touch"), made quite a sensation. Later, when I saw her choosing clothes at Patou's, I felt sure she

would choose an evening dress of this material in pink, the moment she saw it—and she did.

The *fond* of the Riviera costume was the white dress, the white hat, the white shoes, and the white bag; the variations, the colours of the tweed jackets (mostly in Patou's dark brown), with hatbands to match and the inevitable scarf or handkerchief to give the touch of individuality.

Here, I said to myself, is the Palm Beach woman of 1932, reflected in the mirror of Biarritz, by the autumn light. So, you who are going to Palm Beach, don't forget your white bag and your white felt hats and Panamas, and a supply of bands in every colour to match your jackets and your scarfs. These bands are to slip over the crowns of your white hats, when you set forth in the morning. Also, you might put in some of those little bows of coloured ribbons, always in the colour of your scarf or jacket, to fasten on your hat with your diamond clip. They suggest the bit of ribbon that goes with military decorations and are the newest of the coquettish touches dictated by that elusive thing called fashion.

## FASHIONS IN FOOD

These new fashions in clothes never seem, to a man, to have any rhyme or reason, but new fashions in food, service, and the like are readily comprehended. And one of these has interested me vastly of late—the new fashion for the self-service meal. I do not mean that grim system known in the cafeterias, but the gay, jolly affair that has become so popular over here in private houses. This summer, I went to see a beautiful house in the South of France, built by that most interesting person, the famous Mademoiselle Chanel, and here I had the perfect self-service meal which is the rule in her house at both lunch and dinner. I realized then that a meal of this sort could go through as smoothly and elegantly as in a dining-room bristling with servants—and be far more enjoyable.

Mademoiselle Chanel's dining-table is laid in the usual way, with bowls of fruit and bottles of water down the centre. At one end of the room is a long buffet on which rest the hot dishes, kept warm by electric *réchauds*, and alongside are dishes of cold meat and salad. On a succession of small tables arranged between the windows are the drinks, the different breads, biscuits, and cheese, the sweets, the coffee tray, and the liqueurs, a table being assigned to each. The servant who announces the meal disappears when one is at table and is seen no more, unless rung for. All the formality to which we are accustomed is dispensed with—if you do not want to take a course, you skip and go to the next; you put all the kinds of foods you like together, on the same plate, quite irrespective of whether "it is done" or not. You have your melon at the end of the meal, instead of at the beginning, if you prefer it; you have your coffee with milk or cream with your lunch instead of afterwards; and you can (Continued on page 94)



# COLDS

## make handkerchiefs a menace!

safeguard yourself and others  
by using **KLEENEX**  
Disposable Tissues



A SOILED handkerchief is unpleasant at any time . . . and during colds it is a positive menace to your health!

Scientific tests revealed 240,000 dangerous germs in a handkerchief used a single time!

You cannot avoid self-infection if you carry this germ-trap back to your face! Nor should you put it in your pocket. Or in a laundry bag, to spread infection everywhere.

During colds use only a handkerchief you can destroy! . . . sanitary, disposable Kleenex Tissues.



Bacteriological tests show that handkerchiefs used by persons having colds may contain the following organisms: Micrococci Catarrhales, Staphylococci, Streptococci, Pneumococci.

### Use Kleenex and destroy

Kleenex ends forever the menace of the handkerchief. Kleenex is a handkerchief tissue, so inexpensive that you use it only once and then destroy! No soiled handkerchief goes back to your face to self-infect.

And think of the wonderful convenience! No laundering—and every woman who's ever washed a dirty handkerchief knows what *that* means.

Kleenex is made of rayon-cellulose, a marvelous substance softer than linen, more absorbent than anything! Its downy texture cannot possibly irritate; and so Kleenex is a great comfort during colds.

### Try Kleenex in other ways

Try Kleenex for polishing spectacles. For manicuring. For applying medicines and bandaging minor wounds. Keep a package handy in the kitchen, bath and bedroom—and an extra package for the car.

For removing face creams, Kleenex has no equal. Its absorbency is necessary to blot all dirt and make-up from the pores. Kleenex is sold at all drug, dry goods and department stores.

**KLEENEX Disposable TISSUES**

KLEENEX COMPANY,  
Lake Michigan Building,  
Chicago, Illinois.

Please send free trial supply of Kleenex.



Name .....

Street .....

City ..... State .....

In Canada, address: 330 Bay Street, Toronto, Ont.

**Germ-filled handkerchiefs are a menace to society!**



## UNLIMITED LUXURY IN THE NEW LINGERIE

## FOR LIMITED INCOMES



1. This washable satin negligé, in pink lined in blue, has a becoming bias cut; less than \$18; from Macy's
2. These pink silk pyjamas have a manish cut; about \$13; Franklin Simon
3. Black satin mules with gold kid binding and gold and silver down the toe cost less than \$7; Milgrim
4. These gold kid pyjama sandals are less than \$10; Franklin Simon
5. These mesh mules are in either gold or silver kid, with a stiffened front; under \$9; Saks-Fifth Avenue
6. Imported blue French albatross makes this pyjama with its ruffled collar; about \$6; Lord and Taylor
7. This hand-made Porto Rican nightgown is in tea-rose with blue eyelets, French knots, and scallops; under \$5; from Saks-Fifth Avenue
8. This flesh silk voile nightgown has a scalloped bolero; about \$13; Best
9. Lace and flesh satin make this bed jacket; about \$9; Saks-Fifth Avenue



## TRAVELS WITH A WOMAN

(CONTINUED FROM PAGE 47)

that she'll write to the manager and have him fired. For her, the daily battle with mercenary foreigners is half the fun of travelling. I do not admire this trait in her, but oh, how I envy it. And how she despises in me the masculine, tramp-trait of laissez-faire. "Why," she asks furiously, "are so many expressmen and taxi-drivers so stupid?" She does not listen to my answer, which is that if they weren't stupid, they would be neither expressmen nor taxi-drivers. "If I didn't interfere," she says, "you'd lie down and let all the Grand Hotels of Europe run right over you." She is right; without her, I would collect the imprints of hotel rapacity just as she collects the labels they stick on her luggage.

And I'm afraid that without her I wouldn't do very much sightseeing. We arrive at a little town. Out comes her guide-book. "Here," she says, "we must visit the Baptistry of Saint John, and the Chapel of Saint Agnes, and

the Old Prisons. The Old Prisons are in that direction." And off we go, past all sorts of cool and quiet and tempting cafés. I try to insist that the best view of Old Prisons is always to be had from a café terrace, that Baedeker is best when blended with beer. I leave it to you to guess who wins.

After we have been home for a few months, Eve suddenly comes into my study and catches me looking at a railway folder. "I never knew," I begin defensively, "that it was six hundred and thirteen miles from Little Rock to Omaha."

"But we're not going," she says sternly, "to either Omaha or Little Rock."

In spite of her eagerness to see the world and its people, the essential romance of travel, the deep joy of planning to go somewhere, anywhere, according to the time-tables and the maps of one's own mind, are things that Eve does not understand. She never will.

## TIDBITS OF THE RIVIERA

(CONTINUED FROM PAGE 92)

pour some of the liqueur on your compôte of peaches, if that's what pleases you, without causing a scene at the table. What freedom, and how pleasant to be able to leave the table and come back again, or walk about, just as the mood strikes you, during a long meal, instead of fidgeting in your place, but not daring to move! And how agreeable to be able to sit at the table, or not, when you have finished! And, mind you, this is the rule in Mademoiselle Chanel's house—it is not just a summer interlude.

## MORE INFORMALITY

At the Fred Lewisohns', in Cannes, this sort of meal is so well done that it must be recorded here. Instead of sitting at a long table in the centre of the room, the centre table is used as a buffet, and at the side are little tables for two or four, all properly set in the usual way. On the big table are the electric *réchauds*, for the hot food, and placed conveniently about are piles of hot and cold plates, salads, and sweets. At Mrs. Lewisohn's, the men servants take away the plates after the guests have finished with them, leaving one free to go and help oneself to something else.

This manner of presenting a meal allows a greater choice of food than the usual way. The Lewisohns always have several kinds of sweets to choose from, several hot dishes, and more than one of every sort of thing, which would be quite impossible with the ordinary medium of service, for the simple reason that it would take the servants an endless time to pass so many different things, and one would be forced to sit at the table longer than any one cares to do. I believe that this is the coming manner of entertaining. It gives an ideal combination—a really sumptuous repast with the greatest possible simplicity in the presentation.

This sort of thing is done also at

Jean Patou's house, in Biarritz, where everything is perfection. The cold food is arranged on one table at the end of the dining-room, the drinks on another, and, on a very low table, the hot dishes. Such dishes as curried chicken and rice, partridges with sausages and cabbage, or ragouts of seafood are presented in huge beaten brass vessels, supported by iron legs, under which burn spirit-lamps—very reminiscent of the big stew-pots over a camp-fire. Food served in this manner has a special charm and extra relish. Another argument in favour of the self-service meal is that, now it is being done by the "right" people, giving the timid-minded a precedent to follow.

What could the rest of the people do if it were not for the adventurous few who lead the way—especially the adventurous ones in the world of fashion? There would never be any new fashions. Nothing would change. And we would die of boredom. But let some smart woman who is known decide that she is going to ride in an automobile with the back seat facing the rear, and hundreds of people will do the same thing and even claim to prefer the position.

## A NEW MECHANICAL MODE

Still another new fashion is an innovation in cars—a big car with a short body. Again, I bring Mademoiselle Chanel into the picture, for she was one of the first people to be in for this new type. It looks like any car we know, except that the back part of it is cut off short, and the back seat is just as close to the driver's seat as possible, though separated from it by a glass partition. But there are no *strapontins*, and no place for extra luggage under your feet, the luggage being provided for by a huge trunk at the back of the car, in the place where we used to sit.

"HIM"



# The ARISTOCRAT of DENTIFRICES



Make the  
handkerchief  
test

Do you realize that BOST has suddenly stepped into fashion because real progress is being made in tooth pastes?

Think of the advances made in a few years in hygiene and airplanes, in ladies' costumes and automobiles!

A special tooth paste for the smoker was a long time coming, because tobacco stain is stubborn.

But it is here, successfully appealing to the world's greatest army of epicures—a toilet requisite of unsurpassed refinement.

The before-breakfast aristocrat, sweetening the breath with the freshness of morning flowers—the before-bed aristocrat, leading to clean, sweet dreams.

A comrade and chamber-fellow fitting in with all those nice belongings which fill up life's enjoyment.

In the jade-and-coral  
tube at chemists and  
department stores

**BOST TOOTH PASTE**  
REG. U.S. PAT. OFF.

BOST, Inc.  
10 East 40th Street  
New York

*The Smoker's Friend*

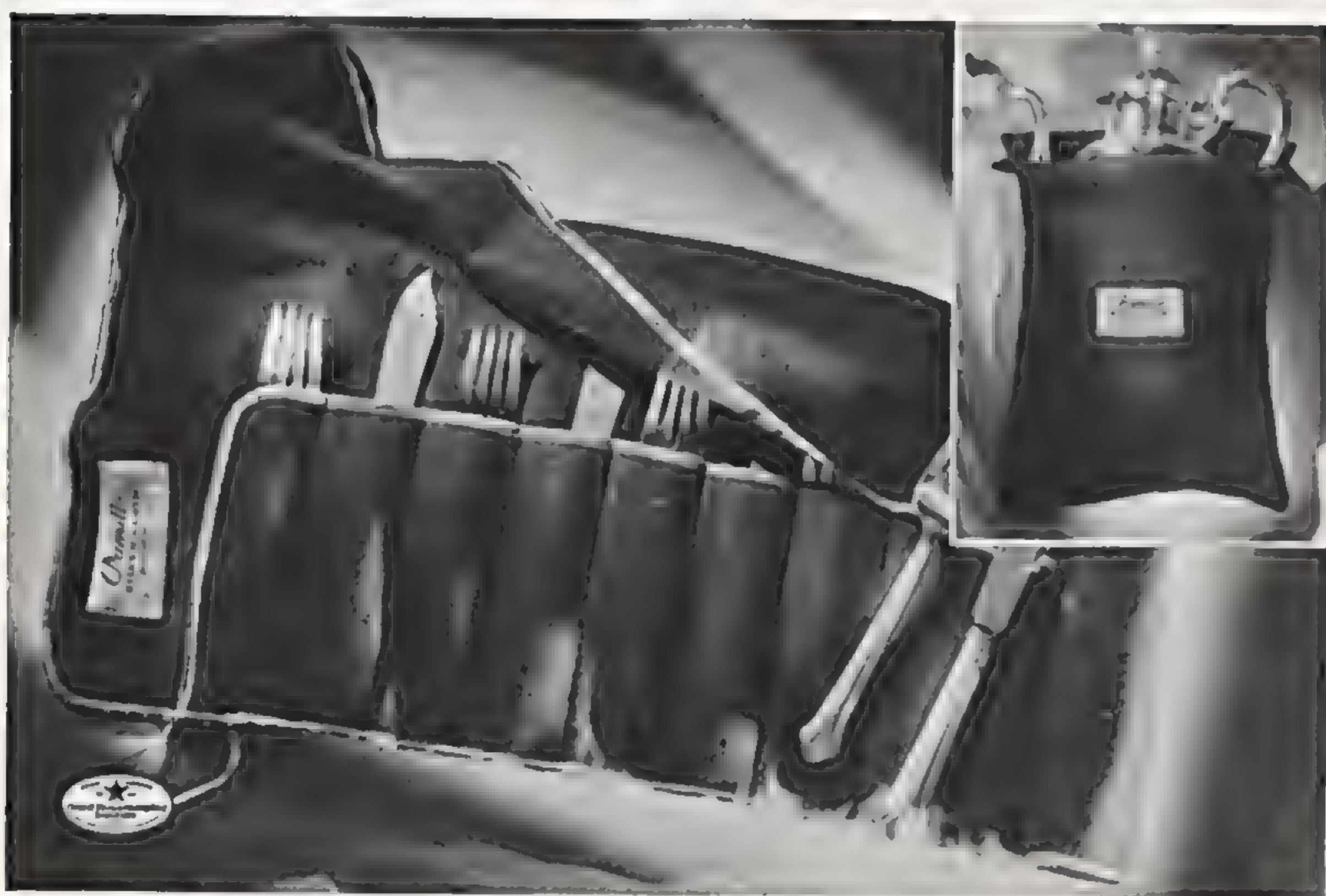


BE ORIGINAL!

Give

# Pamilla

SILVER CLOTH



SHAMROCK V PATTERN • COURTESY OF THE GORHAM CO.

Pamilla Silver Cloth is one Christmas gift nobody ever received before. It's brand new—just introduced by the Pacific Mills after five years of intensive research.

What is it? The whole world will soon know, for the news is spreading fast. "Pamilla Silver Cloth keeps silver so bright"... "I haven't polished my silver in months, and it looks just like new"... "Pamilla Silver Cloth...what a help it is!"

Pamilla Silver Cloth! Absolute tarnish protection for at least ten years. Impregnated with millions of tiny particles of silver which attract tarnishing agents to themselves instead of to the silverware they are protecting. A marvelous discovery—fully patented—tested by leading silver manufacturers—awarded Good Housekeeping Institute's certificate of "Tested and Approved."

Haven't you been looking for a gift as novel and practical as this? Then see Pamilla Silver Cloth—in convenient rolls and bags—at your favorite department or jewelry store. Or *rush* this coupon—Christmas is practically here!

**Pamilla**  
SILVER CLOTH



Made by  
**PACIFIC MILLS**  
78 Chauncy St., Boston, Mass.

Gentlemen:—Please send me postpaid the following sizes. I enclose check or money order.

- |   |  |
|---|--|
| <input type="checkbox"/> 12-piece roll.....\$1.50 | <input type="checkbox"/> Bag, 9 x 10.....\$1.00  |
| <input type="checkbox"/> 18-piece roll.....\$1.75 | <input type="checkbox"/> Bag, 14 x 15.....\$1.50 |
| <input type="checkbox"/> 26-piece roll.....\$2.25 | <input type="checkbox"/> Bag, 20 x 26.....\$3.00 |

Name.....

Address.....

My usual retailer's name.....

## PARDS, PYTHONS, AND PANAMA

(CONTINUED FROM PAGE 57)

those bantam bananas about the length of your little finger of which you can buy a dozen for five cents. And, now, my friends, how about a monkey?

I came to Panama with the usual strong prejudice against monkeys—obscene, degenerate beasts! Outside the Mercado, I met a man wheeling a barrow of monkeys. I looked them over critically, as one would a barrow of bananas. "This one looks delicate; that one is puny; this one looks as if he might bite. Have you anything more in this line?" I asked, matter of fact as if buying a yard of ribbon.

He opened the hood of his barrow, reached down, and pulled out a tiny fur baby that was utterly entrancing, like a wee Eskimo dressed for the trek. Out of his fuzzy face looked two enormous, soulful eyes, shy, yet trusting. I put my hand out to him to see if he would bite or scratch. He took my mammoth paw in his two delicate little hands, and with pathos and affection laid his cheek into my palm and turned his eyes up into my face. Alas, that my circumstances of the moment made it impossible to make him a member of my family. His price was six dollars.

Lying across the pavement near another entrance to the market is a row of iguanas, from eighteen inches to three feet long. Their short forelegs are tied up in some way to keep them from wriggling off. An iguana is, to be sure, not as formidable as the giant lizard of Komodo, yet it will give you a good scare to meet one up a tree for the first time. This rather pathetic batch of them has been brought, as a coop of chickens might be, to market. If you make that trip into the interior after pards and pythons, you will probably meet an iguana in a stew and exclaim, "Quite a tender young turkey, or is it a chicken?"

### ON TO THE JUNGLE

And now for pards and pythons: the nearest I came to them was pushing in a native dugout up the Chagres River. There is now a project for a dam to store up water in an arm of the Chagres, to feed the Canal in the dry season when there is often fear that vessels will not be able to pass through. A fine paved road has been built, not yet well known, called the Madden Dam Road. As all expeditions in the tropics are best made early or late, let us start as six A.M. and "pack the grub." We run along the entrance to the Canal, past Miraflores and then Pedro Miguel Locks; then through the tidy construction of Fort Clayton. If you have friends here, get them to mount you, for they will have good horses, and there are beautiful bridle-paths for miles through the jungle. Then the road mounts, you see the high hills behind, and at last you strike into the jungle! Immense ceibas lift hoary trunks from roots like clustered piers; here are banyans and mahogany hung with garlands, and festive, flowering trees of pink and crimson to which, being no botanist, I can put no name. Half-way to the Chagres, you will find a little clearing in the jungle by the roadside, and in

it a thatched shed built for your convenience by the United States Forest Reserve, hard by a stream of water. There is also an oven, and firewood will be lying about. What a place to breakfast! Across the road, a tablet marks the path leading to Morgan's trail.

When we've eaten (and don't be too long, for the earlier you reach the Chagres the better will be your boating), we drive to the end of the paved road, then over a bad bit through dense growth, and up a steep bit, and there is a clear, calm river winding peacefully beyond the clearing where we stand, between banks of tangled jungle. Impenetrable, one might say, but for those who have removed mountains—Goethals, Gorgas, and their disciples—what are jungles?

We take a canoe, probably hollowed out of a koa-tree, and a polished ebony Jamaican punts us lazily along. It was in just this vicinity, one day late in January, that we assisted at the killing of a python. But it was not the snake season, and he was but a baby twelve feet long! Do not let that spoil your happy progress up the Chagres, however, for it is a charming river, too wide for any python to drop upon you from overhanging branches. You can find a clearing now and then, and there are little stick-and-board landings from which you may step on shore and look for monkeys and parrots through the tangle of voluptuous verdure.

Another road that runs southeast into Colombia will take you to some starting-point for what is known as "a trip into the Interior." Possessing leisure and a little money, you will hire horses and a guide. Starting at about three A.M., from some modest hacienda's straw-thatched bungalows, you will see the big tropic stars through the tangle of branches and now and then may mistake for them the burning coals of a great pard's eyes. These splendid leopards, called by the natives *tigres* and often as large as the Asian variety of that breed, will not attack a group of human beings. If you yourself are out for taking life, you will here be able to satisfy your lust. Leopard shooting is good in Panama and Colombia, but certain regions are dangerous—not from leopards, but from the greatest enemy of man, the mosquito. Perhaps, for this reason, big-game shooting in these countries has not been exploited. And if you were to send the miraculous sanitary squad from the Canal Zone in to clean out the mosquitoes, doubtless it would clean out the leopards, too!

### THE TOWN OF PANAMA

And, now for the fascinating town of Panama. It is a stage-set, not reality—such a stage-set as Reinhardt might have made for a Chekhov play, if that great Russian had written about the tropics. Do not look at it in the glare of noon; between eleven forty-five and six in the afternoon, every eye should be closed in the tropics. But, as day falls, stroll about the narrow streets flanked by their charming two-story buildings, bizarre, fantastic, flimsy—Panamanian, (Continued on page 98)



*Illustrated below is a Fleetwood conception of the Town Brougham, mounted on the Cadillac V-16 chassis. V-16 prices range from \$5,350 to \$15,000.*



Of all the reasons why the Cadillac V-16 has met with such widespread favor, none is more important than the fact that it permits such complete expression—from the standpoint of both body style and appointments—of the purchaser's individual preference. Fleetwood has executed more than thirty V-16 body styles, each one not only highly distinctive

in its basic design, but available in an exceptional variety of finishes and interior fabrics. In addition, special custom creations may be had in any mode the purchaser may care to specify. Whether you prefer one of the available custom types, or a specially-designed creation, any Cadillac-La Salle dealer will gladly provide complete information.

# CADILLAC V<sup>16</sup>



THIS IS *The* YEAR TO  
Purchase  
**Stein & Blaine**  
*Furs*

Quality has never been finer;  
workmanship never more perfect;  
styles never more flattering; and  
the prices represent a saving  
which is without precedent.

**DARK EASTERN MINK**  
**RUSSIAN CARACUL**  
**LEIPSIC DYED BABY LAMB**  
**RUSSIAN ERMINE**  
**FUR SPORTS COATS**

*Sale Prices*

**COMMENCE**

**TUESDAY • DECEMBER 1st**

**Stein & Blaine**  
INC.

**FURS • GOWNS • HATS**

**13 and 15 West 57th Street, New York**

YOUNG FASHIONS IN HIGH REGARD

DESIGNS FOR  
PRACTICAL  
DRESSMAKING



- FROCK No. 3224—Of crêpe de Chine is this sleeveless frock, with a cape collar. Sizes 10 to 14
- SUIT No. 3223—There is a tiny inserted vest in this two-piece suit of linen. Sizes 2 and 4
- SET No. 3221—The coat has raglan sleeves; the hat, a sectional crown. Sizes 6 months; 1 year
- FROCK 3222—An "Easy-to-Make" frock of cotton print from Pacific Mills has a front panel; 2 to 8

PARDS, PYTHONS, AND PANAMA

(CONTINUED FROM PAGE 96)

each with overhanging balconies. In the brightly lighted evenings, you will find them fit setting for romance. Stroll into Plaza Bolivar, a duck of a square, and into the Colombia Restaurant; sit down in the embrasure of a tall, unscreened window—you have become a part of the cast in which the Jesuit father in long black cassock, across the plaza, plays but another rôle; perhaps you are the heroine, or, if I've guessed your sex wrong, perhaps the leading man! Anselmo will bring you the best raviogli you ever tasted this side of Bologna, and a very good Chianti or Chablis, if that is your mood.

WHEN OUR NAVY COMES ALONG

If you've chosen for your sojourn in Panama those bacchanalian weeks when the United States Navy concentrates in Panamanian waters, to mum the terrible exigencies of war and to play between the battle problems with all the abandon of war-time, you'll enter into something like a tale from the Arabian Nights. This year, Great Britain sent her newest, most formidable super-dreadnought to join in the fun.

The Union and the Miramar Clubs throw wide their doors to the Navy. They have great stone terraces built

over the sea, where one can dine and dance. They are not on United States territory, and here Bacchus rules supreme. Friday, Saturday, and Sunday nights, the revelries go on. For every member of the fair sex, there will be twenty good danseurs in tropic full dress, the most charming uniform ever invented, white "monkey-jacket," dark blue trousers with wide gold stripe, white shirt front, black tie, and gold buttons.

MOONLIGHT IN PANAMA

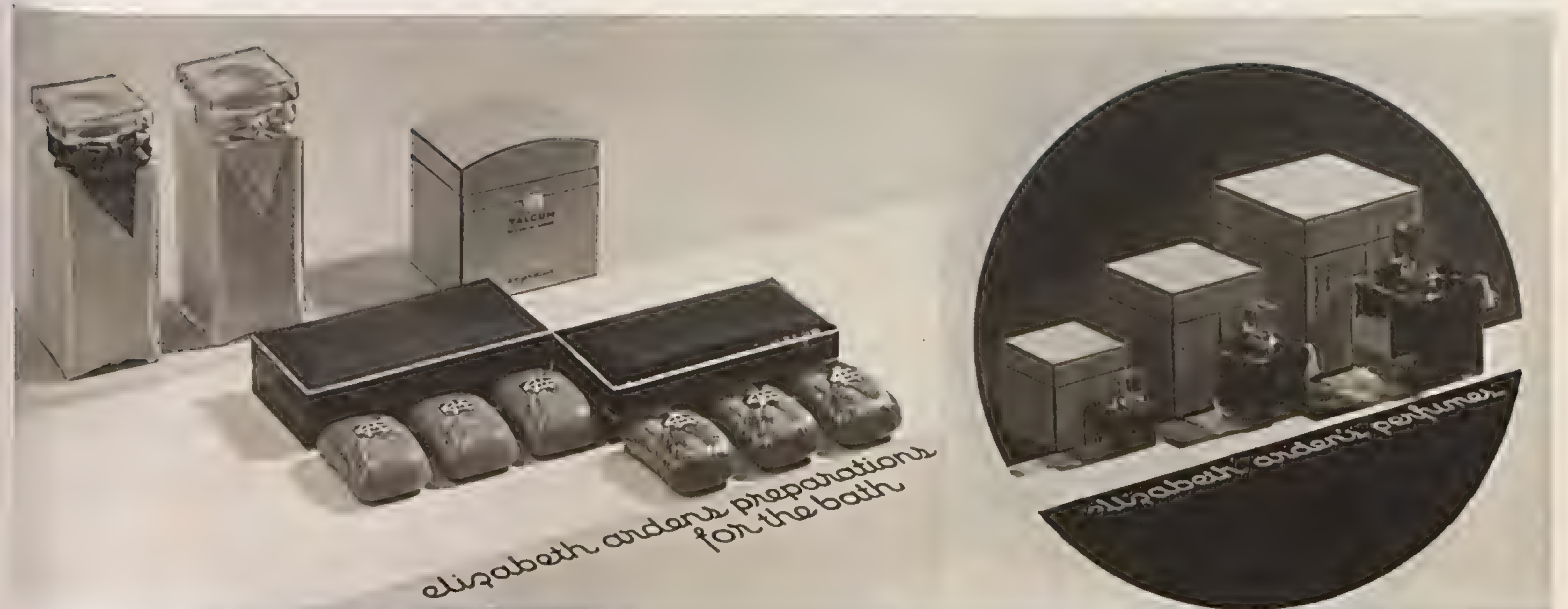
You have slept all afternoon, you come fresh as a daisy to the dance; after the intolerable heat of the day, the cool, strong Trade-Wind gives you a new lease of *joie de vivre*; to the seductive strains of an excellent orchestra, you are swung out in the arms of some great flier. The lights are turned out now, there is only the great disk of the moon. Between dances, you lean with your Icarus on the stone balustrade—and lo! there are moon and stars scattered like golden coins in the smooth waters of the largest swimming pool in the world, built into a lower terrace of the club.

"Shall we go for a swim?" asks your hero, "or shall we stroll around to the Central and sample their famous planter's punch?"



# \*\*\* a Beautiful Gesture

There is one gift that no woman has ever refused: Beauty. It is not a gift of a day, nor of a season. Beauty is forever cherished. \* There is one woman whose name is known the world over. *Elizabeth Arden has made Woman more beautiful.* Her life's work can be found within the bottles, jars and packages which bear her name. To give one of these is to give beauty. It is the beautiful gesture.



\* **LUXURIES FOR THE BATH...** The two lovely glass jars contain Powdered Bath Salts scented with Ambre, Allamanda, Jasmine, Rose Geranium or Russian Pine. \$5 the jar. For the first time Elizabeth Arden's Venetian Dusting Powder is shown in its new rose-colored glazed box. Rose geranium scented. \$5. Three large cakes of delicately fragrant Elizabeth Arden Soap, in a box that will make a charming jewel case afterwards, are a fascinating gift. Jasmine, Allamanda or Ambre scented. \$3 for three cakes.

\* **ELIZABETH ARDEN'S FAMOUS FIVE FRAGRANCES...** L'Amour, Le Rêve, Mon Amie, La Joie and L'Élan...express the emotions in perfumes that are incomparably delightful. In many sizes, priced from \$15 to \$125. The twin box contains a combination of any two of the Five Fragrances. \$6.



\* **TREASURETTE...** all the essentials of an Elizabeth Arden treatment in a small leather case. \$16, \$18. Miss Arden's Beauty Boxes, created to maintain loveliness wherever you are... wherever you go... come in a wide diversity of sizes, fittings and preparations, and range in price from \$3.85 to \$135.

\* **ELIZABETH ARDEN'S MAKE-UP ACCESSORIES...** never was there a more timely gift! For Miss Arden has proved that, with the proper make-up, any woman can wear any color. The Arden Lipstick Ensemble, containing six smooth, indelible lipsticks in six smart shades, is the sensation of the year. The Ensemble, \$7.50. Each lipstick, \$1.50. Poudre d'Illusion, in seven becoming shades, is \$3 the box. The Ardenette, in black and silver, is \$4 for the single compact and \$5 for the double.

# ELIZABETH ARDEN

691 FIFTH AVENUE, NEW YORK  
LONDON • PARIS • BERLIN • ROME • MADRID



## S E E N O N T H E S T A G E

(CONTINUED FROM PAGE 61)



*New*

*Two WRAPS*  
*in One*  
*in the popular—OPENHYM'S*  
**DEBUIVEL**  
*Transparent VELVET*

No other mode will please you so much...because it's beautiful...very smart and useful. Wear it with the cape evenings...and without for daytime and informal occasions. It's the wrap of the season... featured by these and other fine stores:

LORD & TAYLOR . . . . . New York  
MARSHALL FIELD & CO. . . . . Chicago  
BURDINES . . . . . Miami  
H. C. CAPWELL CO. . . . . Oakland  
JOSEPH HORNE CO. . . . . Pittsburgh  
E. T. SLATTERY CO. . . . . Boston  
STRAWBRIDGE & CLOTHIER Philadelphia  
Wm. TAYLOR SON & CO. . . . . Cleveland

WM. OPENHYM and SONS  
110 W. 39th Street • New York

All of which suggests a curious paradox. Although we aver loudly and repeatedly that this is the first fully civilized generation—indeed, that none which preceded was altogether bright (what other had radios, airplanes, telephones, submarines, motor-cars, bathtubs in profusion?)—, we are at the same time sure that there was a brilliance in the past that we can not equal, that we are incapable of producing a Shelley, a Shakspeare, a Socrates. Although we will not admit it, we are certain that elegance belongs to the past, may be recaptured again in the future, but somehow is missing from the present. Perhaps, the explanation of the paradox lies in this fact: we know that if a Chesterfield were now alive, he would express himself in the terms of to-day, and because we ourselves use those terms, they do not seem glamorous to us—to us of the greatest age in history! In other words, we are indulgently condescending to what we term the Good Old Days; in our more expansive moments, we call them the Grand Old Days.

Although the dramatization of a novel, "Payment Deferred" has never the slightest suggestion of a pastepot and scissors. It is a play complete in itself. An expert, tense, cumulative play. A murder play, but wholly unlike the kind our dramatists have been putting together during the last decade. Not a shot, not even a firearm, no "mystery." It presents the murderer—his conscience, his terror—, reveals him, and with bitter irony lets him go unpunished for the crime he committed and has him clutched by the law for one of which he was innocent.

In short, in dramatizing the Forester novel, Jeffrey Dell evidently did what every good dramatizer does: he familiarized himself with its story and then discarded the book in order to write his play as a play for the stage. The result is a drama that makes the spectator a participant early and involves him more and more as the evening advances.

If "Payment Deferred" were not finely acted, no amount of playwriting skill could bring that about. But the cast Gilbert Miller has assembled and H. K. Ayliff directed approaches perfection. Especially Charles Laughton, who as William Marble is playing his first part on the American stage. In London, he has been highly praised for his work in "The Pillars of Society," "The Cherry Orchard," "The Three Sisters," "Liliom," "On the Spot," and a half-dozen other successful plays, good and bad. He paints a complete portrait of the small clerk who poisons a distant cousin for his "well-lined wallet," invests the money, grows rich, but dares not move from the shabby flat that overlooks the garden in which the body is buried. Laughton makes Marble's every emotion, every movement, every start and gasp clear, right, telling. Elsa Lanchester is equally true as Marble's daughter. His wife, played by Cicely Oates, could and should be less in a single key. Dorice Fordred gives an effective performance of the French seductress (incidentally, why

should so many of the seductresses in the English-speaking theatre be Latin? Is it not an insult to Anglo-Saxon womanhood?)

### "THE HOUSE OF CONNELLY"

The enthusiasm with which one greets "The Streets of New York" and "Payment Deferred" must be considerably tempered in considering the initial effort of The Group Theatre. While far above the average, Paul Green's "The House of Connelly" leaves much to be desired. Green, whose "In Abraham's Bosom" was awarded a Pulitzer Prize, writes beautifully, but his talent is more lyric than dramatic.

He has taken for his theme the end of a proud, old Southern family. It has been declining since the Civil War. About 1905, Robert Connelly shoots himself, his invalid sister dies of the shock, her son marries Patsy—"po' white trash." The theme suggests "The Cherry Orchard" in many ways, but the Chekhovian theatrical genius is missing. The garden scene has exquisite charm, the attempt of the disintegrating family to be gay at the Christmas dinner-table contains a pathos that hurts. But the episodes of conflict give the impression of being worked up; they are frequently unconvincingly motivated. Moreover, Green and the direction of Lee Strasberg and Cheryl Crawford take their time—by dragging out such things as the setting of the table for the Christmas-dinner, they dilute the effect of the dinner itself. The ultimate impression of the play is of a slow, often maundering affair illumined by some charming moments and lovely writing. It should not, of course, be speeded up as we use the phrase; that would spoil its mood. There should be no staccato, no panting. But if the tempo were better considered, the proportions truer, the long stretches which now are so leisurely that they are almost somnolent would contribute to a stirring, climactic whole.

The young people who form the Group should either perfect their Southern accent, agree on one, or speak in their normal manner. And they should learn to enunciate clearly. At present, one has to strain to hear what they are saying, and even then misses much.

Franchot Tone proves himself again a young actor of genuine ability—gracious, ingratiating, forceful. Except for their bewildering accent, Fanny De Knight and Rose McClendon are delightful as two "big" Negresses. The Robert of Morris Carnovsky has humour, suavity, polish, and an appropriate aroma of decadence. Mary Morris endows Mrs. Connelly with fine dignity. And Stella Adler and Eunice Stoddard as her daughters seem to be her daughters. Indeed, of the whole long cast, only Margaret Barker is not satisfactory. Her Patsy is never a 1905 girl, not even a 1931 girl. She belongs to about 1928, before the strident, staccato fashion in *jeunes filles* gave way to the suaver *Empress Eugénie*.

But withal, this Group, like the New York Repertory (Continued on page 102)



**You can  
fool yourself but  
you can't fool  
A  
COLD**



# Gargle... Gargle... Gargle

**You gargle grimly on. Why does your throat  
stay sore? Why does that cold hang on?**

*Don't waste dollars on antiseptics that must be used full strength. We've discovered a new antiseptic that, even when diluted with two parts of water, kills germs in 10 seconds.*

**M**ILLIONS of garglers are wasting their time on weak and ineffective antiseptics. Stop gargling long enough to consider this: If you mix your mouth wash with water—as 3 out of 4 do—you *must* use one that kills germs when diluted. Then, and only then, have you a right to expect relief from sore throats or winter colds.

#### *A radical new scientific discovery*

Modern research laboratories have thrown away the old ideas on killing germs.

Now there's a revolutionary antiseptic on the market—Pepsodent Antiseptic. Its formula is a radical advance. It climaxes the best antiseptic study of 50 years. A germ-killing agent is employed unlike those now in use. It makes Pepsodent Antiseptic from 3 to 11 times more powerful in killing germs than other leading mouth antiseptics, depending on which one you use.

#### *Kills germs in 10 seconds*

That is the startling news in this new discovery. Think! You can mix Pepsodent Antiseptic with one or even two parts of water, to suit your taste, and it still kills germs in 10 seconds.

That's where most mouth antiseptics fail. On the other hand, Pepsodent Antiseptic is utterly safe when used full strength. What a weapon this new antiseptic is in your fight against colds!

#### *New security against bad breath (Halitosis\*)*

And please remember when you use Pepsodent Antiseptic for colds you are doing double duty by also fighting bad breath. For Pepsodent Antiseptic checks bad breath 1 to 2 hours longer! That's Pepsodent Antiseptic's record in fighting this widespread social offense due to unhygienic mouth conditions. Immediately after use—95% of germs on mouth surfaces are destroyed. Two hours later the number of germs remains reduced by 80%. That is far longer acting than other leading mouth antiseptics.

#### *\$3 worth for \$1—regardless of size*

To kill germs—most mouth antiseptics must be used full strength. So to mix such antiseptics with water is a waste of money. Pepsodent Antiseptic, contrariwise, can be mixed with twice its own volume of water. Thus Pepsodent Antiseptic goes 3 times as far—saves you \$2 for

every \$1 you spend. Pepsodent Antiseptic comes in 3 sizes: 3 ounces for 25 cents—7 ounces for 50 cents—16 ounces for \$1. The larger the size the cheaper per ounce.

Combating a cold and checking bad breath are only two uses for this remarkable antiseptic. There are scores of other uses. Rely on Pepsodent Antiseptic whenever a safe antiseptic is needed.

Again we say: Quit being good to germs. They've laughed at you long enough. Play safe. Buy an antiseptic that really kills germs when diluted. Remember! You can fool yourself but you can't fool a cold.

#### **Some of the 50 different uses for this modern antiseptic**

<b>Cold in Head</b>	<b>After Extractions</b>
<b>Throat Irritations</b>	<b>After Shaving</b>
<b>Voice Hoarseness</b>	<b>Minor Cuts</b>
<b>Bad Breath</b>	<b>Blisters</b>
<b>Cold Sores</b>	<b>Loose Dandruff</b>
<b>Canker Sores</b>	<b>Checks Under-Arm</b>
<b>Mouth Irritations</b>	<b>Perspiration</b>
	<b>Tired, Aching Feet</b>

New Standard Dictionary Definition:

\***Halitosis**—a malodorous condition of the breath.

# Pepsodent Antiseptic



## INTIMATIONS OF INTRINSIC IMPORTANCE

## FOR FRUGAL PURSES



1. The satin negligé is black, lined with green; about \$40; Bonwit Teller
2. White crêpe hand-made Porto Rican slip; under \$8; Saks-Fifth Avenue
3. Peachcrêpe and lace in a hand-made chemise; about \$5; Franklin Simon
4. The hand-made French chemise in pink crêpe de Chine has net inserts. It's about \$7; at Saks-Fifth Avenue
5. Flesh brocade all-in-one showing Eugénie influence; about \$10; Altman
6. Flesh brocade all-in-one with Talon side fasteners; under \$13; from Best
7. A Van Raalte Singlette of heavy silk jersey in flesh; about \$4; Altman
8. Pink crêpe de Chine and lace in a short hand-made Porto Rican evening pantie; about \$3; Saks-Fifth Avenue
9. White crêpe de Chine pantie with a very bias cut; about \$3; at Franklin Simon. In white satin, about \$1
10. This lace evening brassière costs less than \$4; from Bonwit Teller
11. A pink silk brassière with a low, wide back is about \$1; Franklin Simon

## S E E N O N T H E S T A G E

(CONTINUED FROM PAGE 100)

tory Company, is something to be welcomed enthusiastically—it has eagerness, courage, talent, taste, and holds much promise.

## "THE LEFT BANK"

Forsaking New York's East Side, from which he gleamed distinction, Elmer Rice has crossed the ocean and the Seine and landed among the Americans who seek Art in the cafés of the Boulevard Montparnasse. He has viewed his expatriate compatriots with little more than the tourist eye. In "The Left Bank," they have the same standards—or rather, lack of them—, perform the same antics as the folk who gyrated in numerous Greenwich Village plays, stories, and novels when that region was in its wildly exploited heyday. They and their doings may be true, but they are not the whole truth, and so they appear to be the exaggerations a play-maker indulges in when off guard.

Rice brings little fresh observation or invention to his treatment of this much-used theme. As a consequence, his drama, although interesting while it is passing, makes so slight an impression that it is difficult to remember any but the more raucous episodes a few hours later. Like Paul Green, this other Pulitzer Prize winner has not equalled the feat for which he was honoured.

He appears to better advantage as producer and director than as dramatist. He has selected admirable actors for the leading parts in his play and trained them skilfully to work together. Katherine Alexander is excellent in the leading rôle. And Donald Macdonald, Merle Maddern, Horace Braham, and Alfred Hesse in their respective rôles could not easily be improved upon.

## "THE GOOD COMPANIONS"

This happens to be one of those fortnights in which things come in pairs, plays by two winners of the Pulitzer Prize, two revivals, two tragedies involving murder, dramatizations of two novels. The second of the last is an adaptation of Priestley's voluminous "The Good Companions."

It required a deal of courage to attempt to contract so vast a volume into the stage's limits. That the author and his collaborator, Edward Knoblock, have not succeeded is not much in their disfavour; the feat was well-nigh impossible. But they should not have tried to crowd six hundred and forty pages into a couple of hours. And they could have selected better from the incidents in the book. From the circus-like goings-on at the Forty-

Fourth Street Theatre, it is evident that, unlike Jeffrey Dell with "Payment Deferred," they were concerned with dramatizing a novel rather than with writing a play. The result is a dizzy succession of uneven scenes—sixteen of them—that make as much impression as the landscape beside speeding car. One is never intimate with the characters or their difficulties; when the curtain falls on the first half, he feels he has witnessed but a prologue. And at the last curtain, little more.

## "TWO SECONDS"

The second murder play of the fortnight is called "Two Seconds"—what passes through the mind of a man who is being electrocuted, between the time the current strikes him and his death. It tells the old story of the ruin of a simple, straightforward man who falls into the clutches of an unscrupulous, immoral woman, tells it with a thick coating of sentimentality. The man is too good to be true, the woman too wicked, the whole series of events too violently extreme for credibility. And so it does not stir the emotions. It is acted—chiefly by Edward Pawley and Blyth Daly—as it is written.

## "IF I WERE YOU"

The action of "If I Were You" transpires in pre-revolutionary Russia. An aristocrat and a Jew—both students—pretend to be each other that the former may verify what the latter has told him of the way his race is persecuted. Before long, the aristocrat is fully convinced.

Although the drama contains some fine, moving moments, they are nearly lost in a welter of Jewish atmosphere and a too heavy insistence on the idea. One feels always that the author is determined to deliver his message at whatever cost to his play.

Maurice Schwartz, of the Yiddish Art Theatre, stars in "If I Were You." He gives a rich, smooth, sympathetic, convincing interpretation of a man racially proud, devout, courageous. Fernanda Eliscu is also excellent. And Natalie Browning charming. Harry Mervis, does fine, intense work in a minor rôle.

## "THE FATHER"

Robert Loraine is reappearing on our stage in "The Father," Strindberg's treatise on his *idée fixe*: "Love between the sexes is strife." The only excuse is that it affords Loraine the opportunity to be hysterically theatrical. Barrie's "Barbara's Wedding," the curtain-raiser, has not that excuse.

## TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office





# Women almost wrecked his career UNTIL HE GAVE FIFTH AVENUE THIS BEAUTY FORMULA

... here follows a German scientist's own strange story of how an exploding test-tube revealed a new way to make the skin grow young

NOTICE: Doctor Marcel Von Wertaure requests that women will please not come to his laboratory to buy Velo-Derma. He has none for sale there, but has appointed The Velo-Derma Company as sole distributors for the world.

● Dr. Von Wertaure insists that the above "notice" be printed with every Velo-Derma advertisement. With his life devoted to research chemistry, which he studied in Heidelberg, this young German scientist claims absolutely no interest either in dermatology or cosmetics, and has no time for them. That is why it seems all the more ironical that he was destined accidentally to stumble onto formula 770, which almost overnight brought him unwelcome fame as the discoverer of what women hailed as the greatest rejuvenator of recent times. From Fifth Avenue to his door flocked women who had "heard," and wanted to buy. He refused to sell; wasn't interested; didn't want to waste time making Velo-Derma. But they persisted, and soon the demand for it became so great that it threatened his real life's work. So to protect himself, Von Wertaure washed his hands of the whole affair. He wrote his own account of his discovery, asking that women read it and bother him no more for Velo-Derma.

## How I happened to create formula 770

On March 7 of last year I was working with some very powerful acids when a retort suddenly exploded and covered my hands with its searing contents. As you may already know, all chemists, when working with acids, keep a lye solution handy in case of accident. Lye neutralizes the action of acid and frequently prevents a nasty burn. On this occasion, because my lye solution had stood so long, it was excessively strong, and when I plunged my hands in it, the lye over-balanced the action of the acid and left my hands corduroyed with wrinkles.

## I immersed my hands in 770

In another container on my table was formula 770 (Velo-Derma), a new organic reagent which I was using in another experiment. Knowing it was harmless and would

be cooling, I hastily dipped my hands into the receptacle. Imagine my astonishment when I withdrew my hands, to find the wrinkles entirely smoothed out and the skin white and normal.

## Mrs. S. pays a visit

Thinking nothing more of this at the time than to jot down a memorandum of the incident for future safety, I went about my work. A few days later, an acquaintance, Mrs. S., dropped in at my laboratory to make a call. Over a cigarette she complained at the complexities of her daily beauty treatments and asked me why I didn't invent a cosmetic that would do the work of all the others. I told her cosmetics were out of my line. Then, suddenly, I remembered Experiment 770 and told her the story. Interested at once, she begged me to give her a vial. I did so, but told her that its cost was prohibitive for popular use.

## Then the trouble started

Perhaps a week later, Mrs. S. telephoned. She simply had to see me. She was so excited she could hardly talk. She arrived breathless, her hands filled with bits of paper. "Look at me, Doctor, look at me!" she exclaimed excitedly. I had no idea what she was talking about. Finally, I pieced out her story. It seems she had taken my suggestion seriously and used my Experiment 770 as skin treatment with what were evidently remarkable results.

By word of mouth it had gone around that a sensational new beautifier had been discovered, and her friends had commissioned her to get some for them at any price. The bits of paper were checks. Nothing would do but I must stop everything and make enough 770 to fill her orders. "But my dear lady," I told her, "in the first place I am not a beauty doctor and, in the second place, this formula is far too costly for any commercial purpose. It would have to sell for at least \$10 an ounce." "Don't be absurd," she said impatiently. "Women will pay that gladly for a preparation that will really do the work as this does. Besides, you have to use such a tiny bit, it wouldn't really be expensive. You've simply got to make enough to supply these orders." She thrust the money in my hands.

## Women have made my life miserable

That was only the beginning. Since that day my regular work has been at a standstill and I have been busy day and night trying to keep pace with the demand for Velo-Derma. Finally they heard about it in a great New York department store and the buyer searched three weeks until she located my laboratory and placed an order. Soon other New York department stores followed suit. Women flocked here with checks in their hands. There was always a line of limousines at my door. How so many people heard about

it I have no idea, but my telephone rang incessantly until I had to change my number. The New Yorker sent a young woman to see me; she wrote about Velo-Derma in the magazine. Harper's Bazaar and Vogue were next. When these articles appeared orders started to pour in from out of the city. Telegrams came from San Francisco and Hollywood. I even received a cabled order from Scotland. I couldn't imagine what had happened. The whole world seemed to want Velo-Derma.

## I appoint an agent

Without my spending one penny in advertising, without ever once putting my foot inside a store, the demand for Velo-Derma soon grew to where I could no longer handle it. I had either to get rid of Velo-Derma or give up my real work. I chose the former. At the advice of my lawyer, I got in touch with a group of individuals here in New York who are experienced in business. I have made an arrangement with them whereby they are to pay me a royalty on every bottle and take over the whole responsibility. I have agreed to supervise the manufacture. I can do that and still have time for my research. So if you want Velo-Derma, and your favorite department store cannot supply you, please do not come to see me. Fill out the coupon and my agent will supply your needs.

## How to apply Velo-Derma

\*Velo-Derma is extremely simple to use. A very few drops should be applied to the face by pressure with the fingers, after the make-up has been taken off at night and before it has been put on in the morning. Mrs. S. says it is quite effective in actually erasing wrinkles, especially if applied with heat. Her way is to wring a hot towel as dry as possible and apply over the Velo-Derma for five minutes. I can understand chemically why this might be helpful. Mrs. S. says Velo-Derma not only removes wrinkles, but does the work of muscle oils and astringents and is quite the best powder base she has ever found. I cannot vouch for these things, but hundreds of unsolicited letters from women enthusiastically bear out her statements. You can prove it for yourself if you like. Velo-Derma is on sale at the better department stores.

Velo-Derma comes in \$10 and \$25 flacons. It is economy to buy the larger size. \*At the insistence of Mrs. S. and other women, I took time to formulate a cleansing cream. These women declare it is the perfect cleansing cream. It sells in \$3 and \$5 jars.

V-12-31

USE COUPON IF STORE CANNOT SUPPLY VELO-DERMA  
THE VELO-DERMA COMPANY, 105 E. 29th St., N. Y. C.  
Enclosed is my check or money order for Velo-Derma  
☐ \$10 flacon ☐ \$25 flacon

M \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_







# What? you haven't tried a LISTERINE Cigarette?

YOU'VE GOT A TREAT COMING

About three years ago, several people with super-sensitive throats, and therefore cranky about their cigarettes, came to us with a suggestion.

It was that we manufacture a cigarette impregnated with some of the essences of Listerine. They had tried pouring Listerine on their favorite cigarette and said that the effect was simply astonishing, particularly the soothing action on the throat. Wouldn't we please make such a cigarette so that others like themselves might be benefited?

Frankly, we didn't want the job. Making cigarettes is not our line. We are kept pretty busy keeping up with the demand for Listerine and Listerine Tooth Paste.

These people were insistent, however, and finally prevailed upon us to produce a few hundred packages, "just to see how they'd go."

Maybe we were dumb, but our best opinion was that they wouldn't "go" at all well. In fact, we hoped they wouldn't. As we said before, cigarettes are not our line.

You can imagine our surprise when about six months later Listerine Cigarettes began to "go." They went so fast that we couldn't keep up with the demand. We can't keep up with it now.

These cigarettes impregnated with some of the Listerine essences, seem to have a quality and a soothing effect that no others have. Women particularly notice it.

If you wish to try a package you can probably buy them at your nearest drug-gist or tobacco dealer. If he hasn't got them in stock, he will be glad to order them for you. Lambert Pharmacal Co., St. Louis, Mo., U. S. A.

## LISTERINE Cigarettes

FOR SUPER-SENSITIVE  
THROATS



MARTINUS ANDERSEN

Here is the material for creating the Victorian table shown on page 62. The fruit is from Nicholas, the gay crackers are from Dean's

## A MERRY CHRISTMAS

(CONTINUED FROM PAGE 62)

follows can be augmented or simplified according to your idea of what a Christmas dinner should be. If you prefer oysters to the sole, the oyster quenelles should be omitted from the soup. The apple balls are delicious and decorative with the goose, but are not vital to the success of the menu, and, if potatoes are something of which your family will not be deprived, a recipe is appended at the end. The salad of simple greens makes a pleasant oasis between the goose and the soufflé.

### CHRISTMAS DINNER

Tomato Consommé, Oyster Quenelles  
Fillet of Sole, Veronique  
Roast Goose, Wild Rice Stuffing, Apple Ball Sauce  
Brussels Sprouts with Chestnuts  
Salad of Mixed Greens, Virginia Ham  
Blazing Soufflé au Rhum

Here is a positively celestial soup, whether it is for Christmas or any other dinner.

### TOMATO CONSOMMÉ, OYSTER QUENELLES

A four-pound fowl that has been wiped, cleaned, and disjointed, together with a piece of veal, weighing about three pounds, that has been cut in small pieces and covered with water, is placed in a soup kettle. A piece of butter is melted in a skillet and cooked gently for ten minutes with one sliced onion, two stalks of celery, one sliced carrot, two sprigs of parsley, and one-half teaspoonful of peppercorns. This is added to the soup kettle and brought to the boiling-point and simmered until the fowl is tender. The fowl is removed, and the stock is allowed to cook for two hours. It is strained, cooled, and the fat is removed. It is cleared with the whites of eggs. (Reserve some of this liquid for use in preparing the fish course.) In continuing the preparation of the soup, the liquid from a large can of

tomatoes is added to a quart of the stock. A pint of oysters are picked over and allowed to simmer in the oyster liquor until plump. The oysters are removed, and the liquid is strained through a double thickness of cheesecloth into the soup mixture. It is seasoned with salt and additional pepper, if desired, and cooked for ten minutes.

### OYSTER QUENELLES

A quarter of a cupful of fine, stale bread-crumbs is cooked in one-quarter of a cupful of milk until a paste is formed. To this a well-beaten egg and the cooked oysters, which have been forced through a purée strainer, are added. A slice of onion that has been finely chopped and sautéed in butter is also added. The mixture is seasoned well with salt, cayenne, and finely chopped parsley, and a white sauce is added. This sauce should be sufficiently thick so that the mixture may be handled and formed into balls. The balls are dropped into the soup before serving.

If you add a small amount of red vegetable coloring to the bouillon, you will have a clear, lovely colour for your soup.

### FILLET OF SOLE—VERONIQUE

Slices of fillet are wiped and sprinkled with salt and pepper and brushed with lemon-juice. A slice of onion is placed on each fillet and allowed to stand, covered, for several hours. Then, the onion is removed and the fillets placed in a buttered pan. One-half cupful of melted butter and one-half cupful of the chicken and veal stock that has been reserved are poured over the fillets, and they are baked in a hot oven ten minutes. They are then removed to a copper platter. One cupful of Malaga grapes are (Continued on page 106)



## SPORTSWEAR by

## Mérode

WHETHER you actively participate in outdoor sports or merely look on, you want to be comfortable as well as modern and for you, Merode Sportswear is the perfect under dress apparel.

In several newly created fabrics we have styled garments modern in ideas and far removed from old-fashioned heavy knitted underwear.

Merode Sportswear was originated for the active girl and woman who enjoys the outdoors at all seasons of the year and wishes to dress comfortably, sensibly and stylishly without cumbersome extra outer wraps.

To fully meet these requirements we have originated a new accessory garment called the Breechette which may be worn over sheer undergarments, slips on or off like a glove, rolls into compact bag to fit coat pocket and provides a happy solution to the problem of a quick change from winter outdoors to heated home, club, or theatre. The Breechette is perfect for late Fall and early Spring golfing, the football season, winter motoring and for all winter sport activities.

### Merode Sportswear Fabrics

Adirondia—Silk and Fine Worsted.  
Lucerne—Rayon, Worsted and Cotton.  
All genuine Merode garments bear the Merode label

Write for name of local dealer

WINSHIP, BOIT & CO., Wakefield, Mass.  
NEW YORK · CHICAGO · SAN FRANCISCO





THEY WON'T KNOW—THEY WON'T CARE  
HOW LITTLE YOU SPEND IF YOU GIVE

# Cannon towels in sets . . .



IT LOOKS LIKE a bang-up big Christmas—at least for those wise, wise persons who know how to be at once jolly and generous and thrifty. This year, it's distinctly smart to be sensible—and since Cannon towels are fashion's first cousins, the new arrivals are practical to the last thread, practical but not plain. Everything that wears the Cannon label swings 'way low in cost. Everything is made for work and wear. And still, Cannon styling swings higher—for who's blind to sweeter color and

neater design if somehow they stay inside the given figure!

There are apt new fascinators for every one of your friends—florals bold and florals prim—stripe effects, striking or quiet—all-over designs both classic and modern—lively toy-time patterns for youngsters. Even the textures are suited to all subjects; grading from smooth, soft driers for silkskins to deep, shaggy rubbers for hard-shelled males. . . . So, get out your list of the lucky ones now, add up your magnified

pennies and see how much good your gifting can do when you're really and truly Cannon-wise . . . Cannon Mills, Inc., 70 Worth Street, New York City.

## Direct Hits—Smart Cannon Bath Sets—\$2 to \$5

The new sets contain matching towels, wash cloths and bath mats—tied with ribbons and wrapped in sparkling Cellophane. Any good store will show you a gay array of all-over designs in pure, clear pastel shades. Extras may be bought singly, as low as 39c each. . . . There are Cannon gift towels for every person on your list, from all-white styles to all-bright. Whenever you buy, whatever you pay, the little Cannon label means most-for-the-money.

SPARTA

PELOTA

SWAN

WILD ROSE

SCOTTY DOG

WHAT OTHER GIFT WILL BE SO SMART, SO DECORATIVE, SO HANDY, SO HELPFUL, SO LOYAL . . . SO KIND!

C A N N O N T O W E L S





A GIFT  
SANS ELEGANCE  
IS  
NO GIFT

*To give is to flatter, to excite and to leave all of a flutter! And to flatter, do not forget that in all the world there is nothing so close to the heart of a woman as her opinion of her own good taste. And when that opinion is an opinion justified, there is no gift like a Guerlain perfume! Ah! to excite—to leave breathless! Few gifts have that quality. And of those few, there is no name to charm with, no perfume on earth or in the heavens equal to those infallible essences of Guerlain. Shalimar . . . the invincible, L'Heure Bleue . . . the exquisite, Liu . . . the exotic, the modern, the strange. Who shall choose among them? For in lipsticks, in powder, and in all things of the perfumer's art, the great dynasty of Guerlain sits upon a peak in Darien, and elegant women the world over acknowledge it. For to augment beauty is the greatest of the living arts, and one which has no master equal to Guerlain*



GUERLAIN  
PARFUMEUR  
PARIS

*Shalimar is \$12.50 and \$25*

*Liu is \$30*

*and L'Heure Bleue is \$5 and \$15.*



# To the Man who slips a Ring on this Finger



Platinum (10% Iridium) Ensemble,  
\$125. Virgin Diamond Ring, \$100.  
Virginia Wedding Ring, \$25.



Platinum (10% Iridium) Ensemble,  
\$300. Virgin Diamond Ring, \$250.  
Virginia Wedding Ring with 7  
diamonds, \$50.



Platinum (10% Iridium) Ensemble,  
\$550. Virgin Diamond Ring, \$465.  
Virginia Wedding Ring with 2 Ba-  
guette and 6 round diamonds, \$85.



Virgin Diamonds (Guaranteed Perfect) are genuine diamonds of certified origin. For your protection each Virgin Diamond may be identified by the sealed metal tag, and the words "Virgin Diamond" (Reg. U. S. Pat. Off.) and the registered number which are stamped in the mounting and which appear on the Certificate of Title.

# VIRGIN

BE he millionaire or man of modest means, he will select a ring worthy, in all respects, of her.

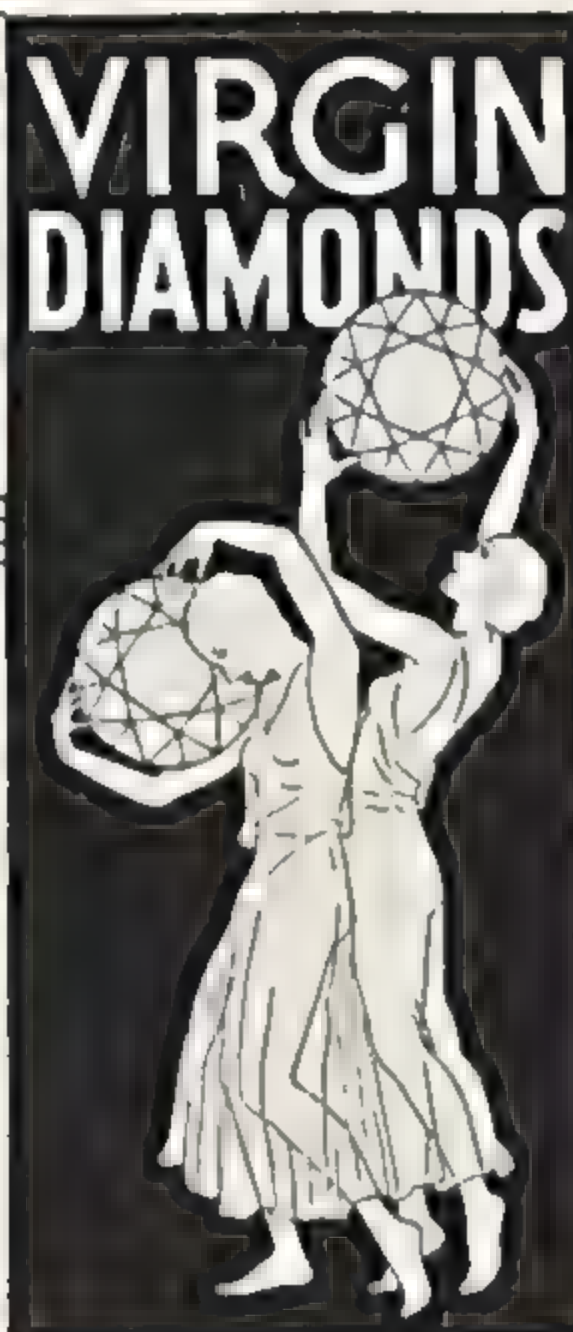
Be he a man of taste, the quality of the diamond will be of far more importance than size.

If, in addition, he be a man of discrimination, he will naturally prefer a diamond that *never before* has been worn, free from any question of previous ownership or dubious past associations.

To these men do Virgin Diamonds appeal. The beauty of a Virgin Diamond has not been shared by countless unknown others. Adorning her finger *first*, it reminds of the giver, and of him only.

A man, be he millionaire or man of modest means, so thoughtful as to give a Virgin Diamond should be—shouldn't he?—a man who will be thoughtful through the years.

Naturally Virgin Diamonds are perfect for only diamonds of the *finest* quality would satisfy those to whom Virgin Diamonds appeal. In a wide range of standard prices from \$25 to \$25,000, Virgin Diamonds—never before individually owned or worn—may be secured only through Authorized Virgin Diamond Jewelers.



## DIAMONDS

VIRGIN DIAMOND SYNDICATE  
(Offices in Holland, Canada and many Principal American Cities)  
500 Fifth Avenue, New York City

Authorized Virgin Diamond Jewelers

may be identified by this trademark.



## WOOLLENS FROM THE SMALLER FRENCH HOUSES



1. Lyolène's heavy blue wool bouclé dress has a soft red leather belt

2. Of light-weight grey woollen is this model from Dupouy-Magnin

3. Yvonne Carette puts brown wood buttons on a frock of beige wool

4. Piqué trims a black wool marocain model from Joseph Paquin

5. Angèle's "Fleur de Brix" is of bottle-green wool with beige ermine



6. "Mercédès," Marthe et René's evergreen wool with black breitschwantz

7. Yvonne Carette combines yellow suède and dark brown astrakhan

8. Lyolène's navy suit features vertical seaming and a diagonal weave

9. Grey wool and astrakhan combine in this Dupouy-Magnin model



## N O B L E S S E O B L I G E

ARE you a happy hypocrite? Or is your Christmas generosity genuine? Do you gnash your teeth over the miseries of the Depression in public, and then close your eyes to your own responsibilities? Or are you trying to be of some real help in this holiday season of hard times?

Perhaps it is your wont to salve your conscience towards the end of the year by mixing a few slim checks for charity with your many stout ones to the jeweller and the tailor. But your proportions are askew. Such desultory giving will not do now that the situation is so strained. It's like a seesaw. As sales curves and stock prices go down, the drastic needs of the charities go up.

We've come to a time when giving is an actual necessity. There is a real danger in ignoring the great want that is increasingly in evidence—danger of larger taxes, danger from the bitterness that such ignoring inevitably breeds. But, fortunately, we have come to a time, also, when people are newly conscious of their obligations to their own communities. Intelligent people want to give, to-day, and are glad to

know of the charities through which their contributions, large or small, will do the most good. A few of these are listed below, each one so important, so vital to every community at this time, that it is hoped that every Vogue reader will send a check to each one, giving with a generosity that she might have considered unnecessarily great in any other year.

## THE RED CROSS

This is the Golden Anniversary year for the Red Cross, and, during its annual Roll Call, it is trying to get more members than ever before. The Red Cross is our primary emergency relief organization. No matter what the peace-time calamity, it gives aid with all its war-time efficiency. Wherever volcanoes erupt, or hurricanes spread their havoc, or rivers burst their banks, the Red Cross is there—immediately and effectively. And this organization helps with permanent rehabilitation, as well. You will find it in the thick of epidemics, industrial disasters, and great fires, succoring the distressed, and devising (Continued on page 110)

## A M E R R Y C H R I S T M A S

(CONTINUED FROM PAGE 104)

skinned and seeded and allowed to stand in a quarter of a cupful of Tokay wine for thirty minutes. This is drained and added to the sauce in the pan, seasoned with salt, and cooked a few minutes. Two tablespoonfuls of the wine in which the grapes have marinated are added, and the sauce is poured over the fish.

## WILD RICE STUFFING

One cupful of wild rice is thoroughly washed and then cooked in salted water until tender. It is drained and returned to a covered kettle. One-quarter of a cupful of butter is melted, and two tablespoonfuls of chopped onion and the giblets of the goose and the fowl (from the soup), which have been pre-cooked, are added. This is cooked for several minutes and added to the hot rice. It is stirred well, and seasoned with salt and pepper, and the goose is stuffed.

## APPLE BALL SAUCE

The apples are pared, and the balls are formed with a French vegetable cutter. A syrup is prepared by boiling one cupful of sugar, three-quarters of a cupful of water, three cloves, and several thin shavings of lemon rind. The syrup is cooked for seven minutes, and then the cloves and lemon rind are removed. A small amount of red vegetable colouring is added and the spheres of apple. This is cooked until the apples are tender and softly tinted.

## BRUSSELS SPROUTS WITH CHESTNUTS

One quart of Brussels sprouts are cooked in boiling, salted water until tender. They are drained and sautéed in three tablespoonfuls of butter. The shells are removed from the chestnuts by gashing in several places, rubbing with oil, and placing them in a hot oven. One quarter of a cupful of butter

is cooked with two teaspoonfuls of sugar until brown, stirring constantly. The chestnuts are added and cooked until they are brown, and the sautéed sprouts are added and seasoned with salt and pepper.

## BLAZING RHUM SOUFFLÉ

Three tablespoonfuls of butter are melted, and, to this, one-quarter of a cupful of flour is added. Then, one cupful of scalded milk is poured on gradually and brought to the boiling-point. Four eggs are separated. The yolks are beaten until thick and lemon coloured and mixed with one-quarter of a cupful of sugar and one-half teaspoonful of salt. This is combined with the hot mixture and cooled. The whites of the eggs are beaten until stiff and dry and folded into the mixture. Three or four tablespoonfuls of *rhum* are added, and the mixture is turned into a buttered pudding mould and baked thirty-five minutes in a slow oven. It is removed from the oven to a warm platter, and several tablespoonfuls of *rhum* are poured around it. It may then be lighted and sent to the table. This soufflé must be served immediately, or it will fall.

If you want potatoes, here is an excellent sweet potato pone made from grated raw potatoes, which makes it less heavy than the pre-cooked variety.

## SWEET POTATO PONE

To two and one-half cupfuls of grated yams, one-half cupful of maple syrup, two well-beaten eggs, two and one-quarter cupfuls of milk, one tablespoonful of melted butter, and one tablespoonful of grated orange rind are added. This is mixed well and turned into a well-greased baking dish and baked for forty-five minutes. When the pone is half done, it is sprinkled with brown sugar and ground cinnamon and then allowed to continue baking.



# In tribute to Sir Thomas Lipton \* Gorham's new

## "Shamrock V"

*The sterling pattern that leading yachtsmen are using*



SIR THOMAS LIPTON, beloved sportsman, owner of the *Shamrock V*, that gallant fighter for the America Cup.

HIS sportsmanship has become a high tradition. And in appreciation Gorham dedicated to Sir Thomas Lipton this new pattern—Shamrock V.

With its swift clear lines, its delicate restraint, this new pattern celebrates in a modern man-

ner the one hundredth anniversary of renowned silversmiths. Quickly the American sportsmen who know the final luxury of lean yachts signified their appreciation.

This new sterling will see the stars of the southern seas with Mr. Julian F. Detmer on his yacht "Florence" and the feathered palms of Florida from Mr. William B. Leeds' "Flying Fox." When Mr. H. Edward Manville's guests

dine aboard the "Hi-Esmaro" on the sparkling, joyous waters of the Riviera, this silver will serve them, as it will Mr. A. M. Andrews when his "Sialia" drops anchor at Bar Harbor.

The new beauty of the Shamrock V pattern—both flat ware and the truly lovely hollow ware—makes it the outstanding gift. Your jeweler will also show you the long line of Gorham patterns that have made this silver house famous.



NEVER in history has Gorham Sterling been offered at the low price of the brilliant Shamrock V. For example, 6 teaspoons for \$6.00. The recent drop in silver bullion makes this possible. Now you can easily afford the luxury of owning and giving the finest name in Sterling. And such prices may never happen again.



In the happy waters of many a romantic harbor, Mr. Detmer's yacht "Florence" drops anchor. Shamrock V reigns serenely in her beautifully appointed dining saloon.

# Gorham

1831 • A CENTURY OF LEADERSHIP • 1931

With its swift flowing lines, its delicate detail, Shamrock V is a gift which will harmonize enchantingly with any setting. Among the pieces which make superb Christmas presents are the steak set and cold meat fork shown here two-thirds actual size.



**PRICES 25% LOWER...**

**Add to YOUR sterling**

**FIND YOUR PATTERN...fill in now!**

Complete your service of solid silver. Replace the mismatched odds and ends with matching pieces in *your* pattern. Now is the time of times. Prices this year are 25% to 35% lower.

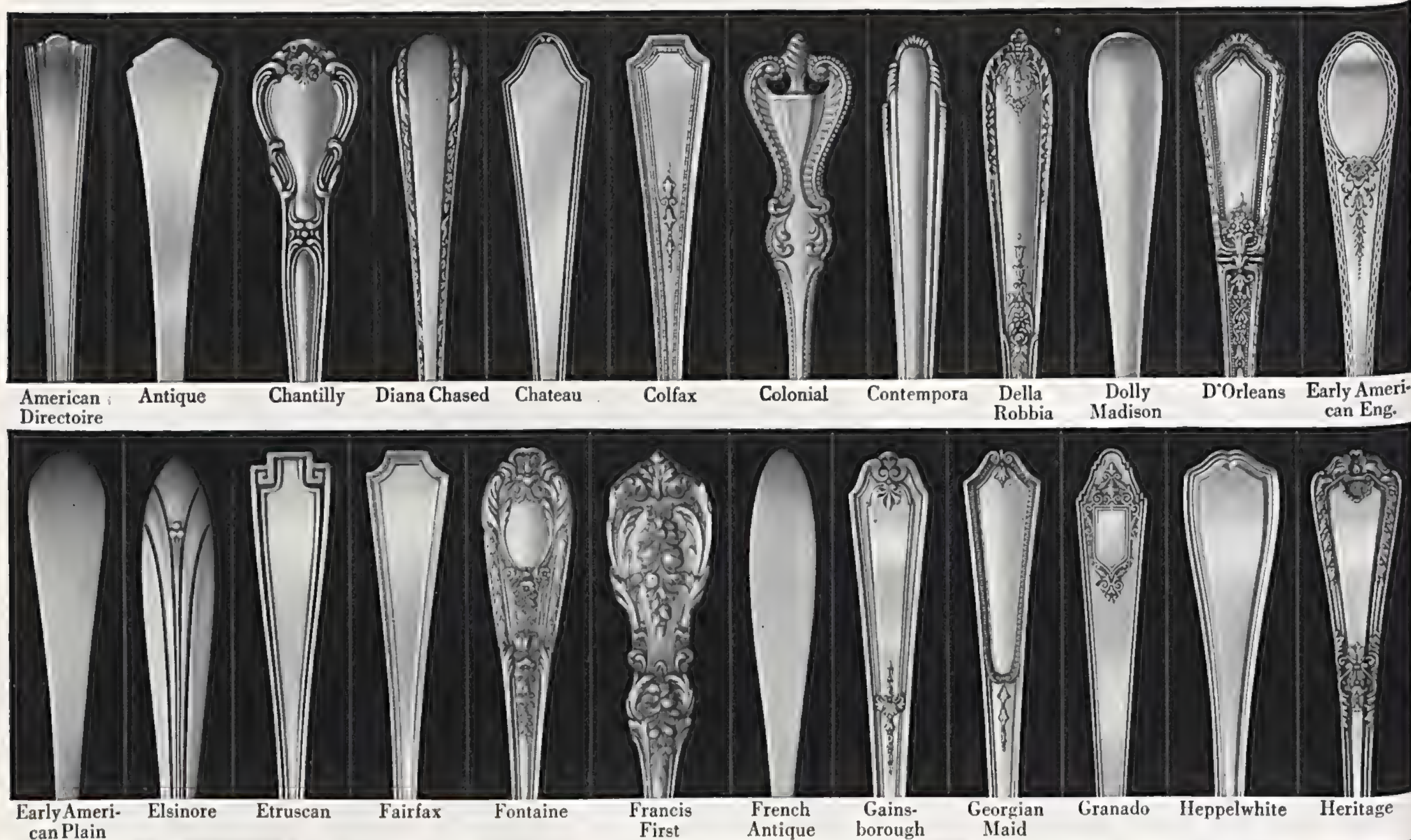
Or, if you've been waiting to start your sterling silver service, wait no more.

The present opportunity will be all the more vivid, if you will remember this: Sterling is one product whose quality and prestige remain the same, always. Sterling is always sterling,

925/1000 fine, guaranteed under government standard. Price reductions in sterling mean more in sheer value than in almost any other product.

These two pages show the current high favorites in sterling silver design. All the patterns are open-stock. If you have any difficulty in finding, at your jeweler's, the pieces you want, or price-lists . . . or, if your pattern is not shown here, send coupon to Guild headquarters.

P.S. *Present low prices will not last forever.*



American  
Directoire

Antique

Chantilly

Diana Chased

Chateau

Colfax

Colonial

Contempora

Della  
Robbia

Dolly  
Madison

D'Orleans

Early Ameri-  
can Eng.

Early Ameri-  
can Plain

Elsinore

Etruscan

Fairfax

Fontaine

Francis  
First

French  
Antique

Gains-  
borough

Georgian  
Maid

Granado

Heppelwhite

Heritage

*Members of the Sterling Silversmiths Guild of America:*

The Alvin Corporation, Providence, Rhode Island  
Dominick & Haff, Taunton, Massachusetts  
Gorham Manufacturing Co., Providence, Rhode Island  
International Silver Co., Wallingford, Connecticut  
Reed & Barton, Taunton, Massachusetts  
Rogers, Lunt & Bowlen Co., Greenfield, Massachusetts  
Towle Silversmiths, Newburyport, Massachusetts  
R. Wallace & Sons Mfg. Co., Wallingford, Connecticut

**STERLING**





# Silversmiths Guild OF AMERICA

STERLING SILVERSMITHS GUILD OF AMERICA,  
20 West 47th St., New York.

Please send illustrated folder and new low price list for the following pattern(s):

Also please send copy of book, "The Vogue for Matched Sterling," explaining how to choose the patterns which best harmonize with given dining rooms, and why modern hostesses are replacing mismatched silver with matched sterling.

M \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# SIL-O-ETTE

REG. U. S. PAT. OFF.

*The most perfect  
most comfortable  
most graceful*

ALL-IN-ONE

*of the day*



NO PULL-BACK  
NO HIKING UP

UPLIFT BRASSIERE

- . Bend double . . . .
- . touch your toes . .
- . walk briskly . . . .
- . play golf . . . . .
- . dance . . . . .

you'll be delighted  
with the real comfort  
of the famous and  
popular all-in-one SIL-  
O-ETTE . . . styled for  
the new trim lines . . .  
gives your figure real  
youthfulness . . . and  
is guaranteed to wear  
and wash.

UNIVERSAL · RAYON  
UNDERWEAR · CORP.

38 West 32nd St.

New York

## N O B L E S S E O B L I G E

(CONTINUED FROM PAGE 106)

and carrying on measures to prevent a recurrence of the disaster. Their work in the flood and drought regions of the Southwest during the past year has been especially noteworthy.

But the Red Cross functions at unexciting times, as well. A large proportion of its work is with disabled War veterans, and it conducts classes in first aid, home hygiene, and life-saving. Its nursing service and public health work are vitally important. And in practically every type of case with which they work, there has been an increase over last year.

Checks for one dollar or more for each member should be mailed to the National Headquarters, American Red Cross, Washington, D. C.

### THE SALVATION ARMY

Baskets of Christmas dinners and street-corner meetings with lilting hymns and tambourines are among the more picturesque of The Salvation Army's activities. But this organization is ready to do either the usual or the unusual. These "almoners for the generous public" serve one and a half million people with their various types of family relief—children's camps on the outskirts of large cities, day-nurseries, homes and clubs for working men and working women, homes for old people, homes for unmarried mothers. These workers are to be found in the prisons and the slums, with the real down-and-outers. They give them a second chance, and their settlement houses are often the slum-dwellers' only escape from reality. Their organization is evangelical, but they never cram religion down unwilling throats.

Now that wages and employment are both so meagre, The Salvation Army needs your contributions acutely. And they will for some time, for it is their experience that when the peak of a depression is passed and prosperity starts slowly trickling in again, it is many months before its effect is felt by those who live on the edge of mere sustenance.

Please send a very generous donation to The Salvation Army, 122 West Fourteenth Street, New York.

### THE NATIONAL TUBERCULOSIS ASSOCIATION

This is also an anniversary year—the twenty-fifth—for the Christmas Seal Sale of the National Tuberculosis Association. Over two thousand different agencies depend for their support on the sale of these stamps for

a penny apiece. This year, they bear a gay tallyho design.

The fight seems half won, because the death rate from tuberculosis has been reduced fifty per cent. in the past twenty-five years. But there is a vast work yet to do, for tuberculosis still kills more people between the ages of fifteen and forty-five than any other disease. And, in this year when so many people must inevitably be undernourished and underclad, the toll is certain to be greater unless contributions to pay for the care of tubercular patients are unusually large.

Since the disease is easy to prevent and can be surely cured in its early stages, the educational significance of the Association's campaign is tremendous. Ignorance and fear have made more cases fatal than anything else, and they can be combated.

The Association has instructed thousands in the ordinary rules of health, fresh air, sunshine, good food, and plenty of sleep—the recognized cure for the disease. They have warned against commercial nostrums, not one of which has proved good. They are especially concerned with children, for the germ of the disease is usually sown early in life. Half of the people who die from tuberculosis are under twenty-four years old. So the four thousand clinics installed for school children are doing a most necessary work.

Will you send your contributions to the National Tuberculosis Association, 450 Seventh Avenue, New York?

### THE AMERICAN SOCIETY FOR THE CONTROL OF CANCER

But counting people of all ages, cancer ranks second only to heart disease as a cause of death. And it, too, can be cured in its early stages. This year, the Society for the Control of Cancer finds more than ever to do, for "many without funds are neglecting their health by disregarding warning signs and trusting to luck." The Society has sold its Christmas Shopping Booklets before, but, this year, a package address label is for sale, as well. It can be used throughout the year, for it bears the emblem of the society, a sword twined with the healing symbol, typifying the fight of humanity against disease. The labels cost a dollar for ten and will look very well on your Christmas packages.

They may be procured from the American Society for the Control of Cancer, at 25 West Forty-Third Street, New York. No conscientious person will fail to send them a check.

## ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, entertaining, and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

### RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the be-

ginning or at the end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.



## Banish forever UGLY HAIRS

that mar your beauty

**PERMANENT**  
results guaranteed

No longer need superfluous hair embarrass you, nor detract from the beauty of your face, arms, or legs. Ugly hairs can now be *permanently* removed by the simple, easy, safe Koremlu Cream Method.

Koremlu has a positive, scientific action in neutralizing the natural "feeding" of the hair and in loosening the hold of the hair follicle, yet this dainty cream cannot irritate the skin in the slightest. A number of applications of the Koremlu Cream Method never fails to bring about the *permanent* removal of the unwanted hair.

So positive is the Koremlu Cream Method, in fact, that it is backed by a written, signed money-back guarantee to effect a *permanent* cure.

Full information, testimonials, and copy of the famous Koremlu guarantee are contained in the Koremlu booklet, obtainable at your department store, or from us.



## KOREMLU

### CREAM METHOD

of *permanent*  
hair removal

KOREMLU Inc., 11 West 42nd St.  
New York, N.Y.

Kindly send me booklet (in plain envelope) giving full information about Koremlu Cream for the guaranteed removal of superfluous hair.

Name .....

Address .....

12-E

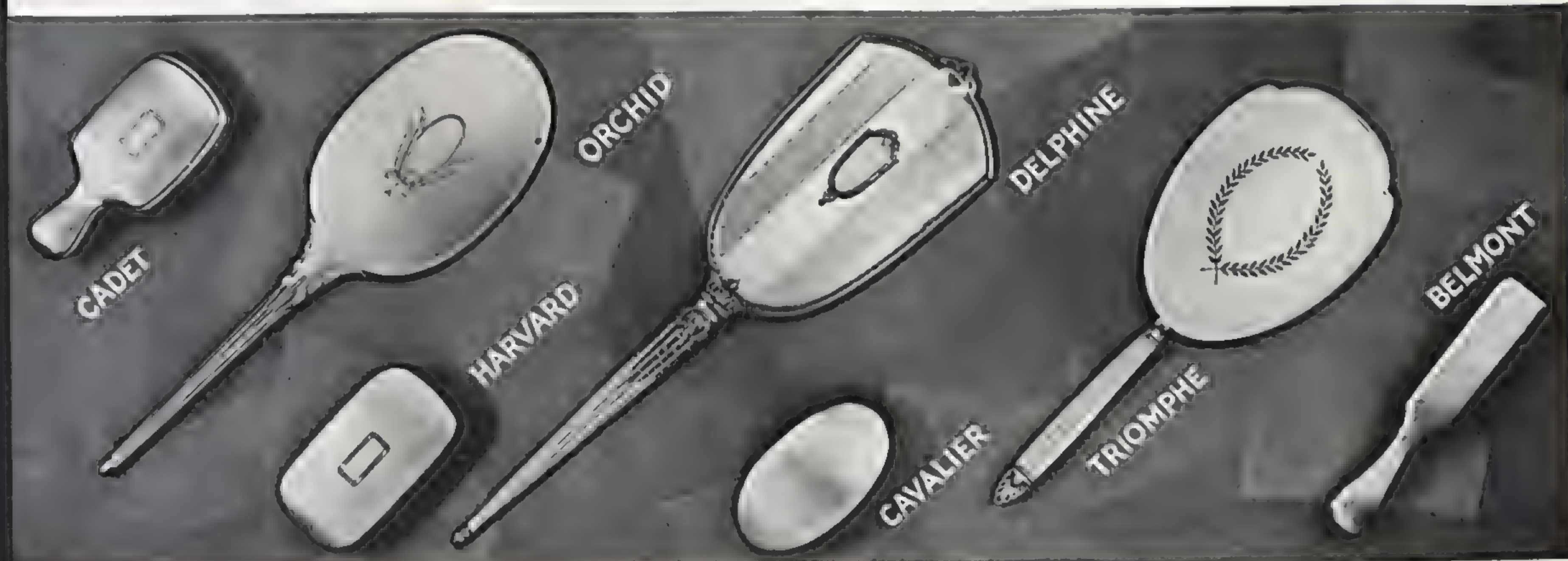


# INTERNATIONAL STERLING SILVER AT LOWER PRICES THAN EVER BEFORE!

● This lovely hollowware features the chaste beauty of International Sterling's Orchid pattern. The alluring Bon Bon dish is only \$10. The Centerpiece is \$55. The Coffee Set—coffee pot, sugar bowl, cream pitcher and tray—is \$225. The Sandwich Plate is \$45. And the stately Salt and Pepper are but \$25.



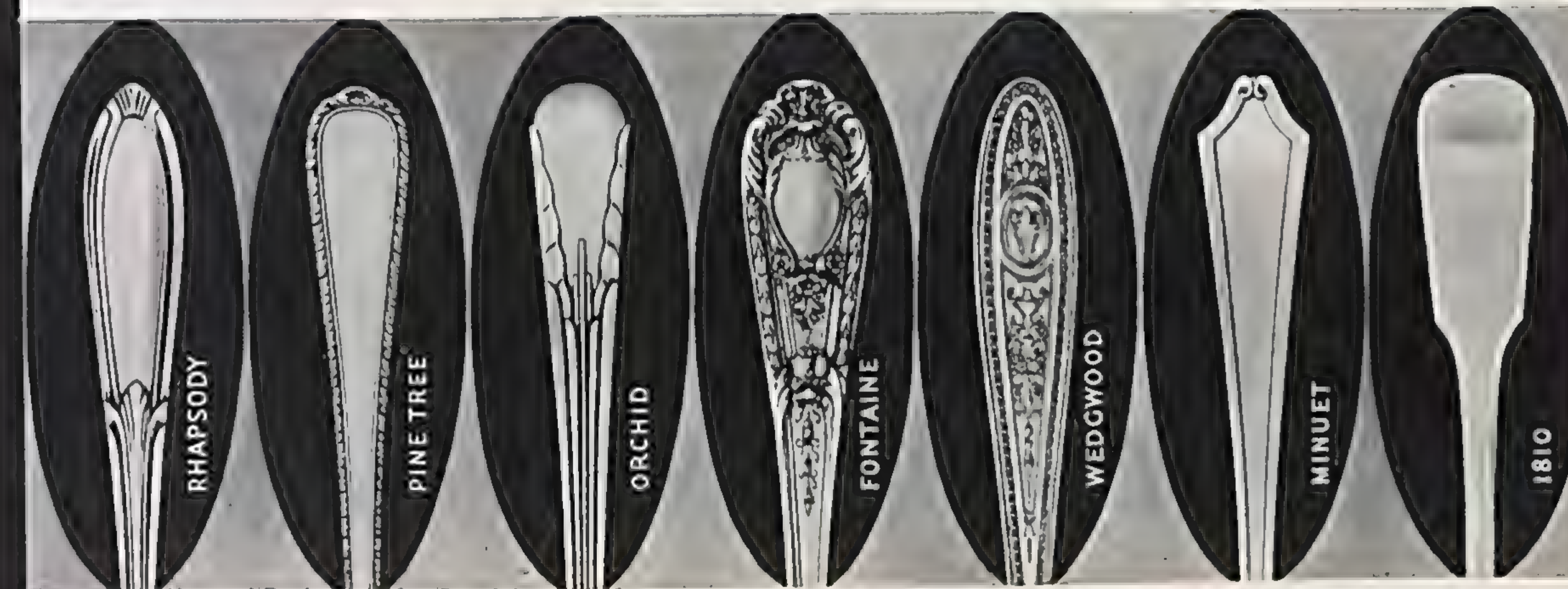
● The Cadet Hair Brush is \$9.50. The Orchid mirror, with brush and comb, is \$50... the Harvard Military Brushes, \$15 each... the Delphine mirror, with brush and comb, \$90... the Cavalier Military Brushes, \$7.50 each... the Triomphe mirror, with brush and comb, \$50. The Belmont Hair Brush is \$8.



● The Varsity set, including hair brush, comb, nail file, shoe horn, and silver boxes to hold other articles, in seal-skin case, \$151. The Challenger hair brush, comb, nail file, and scissors, in sealskin case, \$38. The Courtier brush and comb, cased, \$12.50. The lady's bag, with accessories in the Lady Louise pattern, \$100.



● Flat silver in famous International patterns... Rhapsody... Pine Tree... Orchid... Fontaine... Wedgwood... Minuet... 1810. One place-setting (knife, fork, teaspoon, bouillon spoon, and butter spreader) in Minuet, may be purchased for \$11.50! Write for complete prices of Minuet and other designs shown here.



**INTERNATIONAL STERLING**  
A product of International Silver Co.  
Fine Arts Division • Wallingford, Conn.

● For a small additional sum, International Sterling may be had in the new Palladian finish—which banishes silver tarnish! Palladian will keep your International Sterling silver like new—through the years—without rubbing or polishing! Ask your jeweler to show you this beautiful Palladian-processed silver.



## PARIS HARPS ON THE WOOLLEN THEME



6. Cécile Welly's "Etourneau" is a green wool suit with a white caracal gilet

7. Yvonne Carette's black woollen suit has a plaid stripe and pale blue blouse

8. Marguerite Ranna adds a seal life-saver collar and muff to a black wool suit

9. "Minou" is Philippe et Gaston's green wool frock and beige caracal jacket



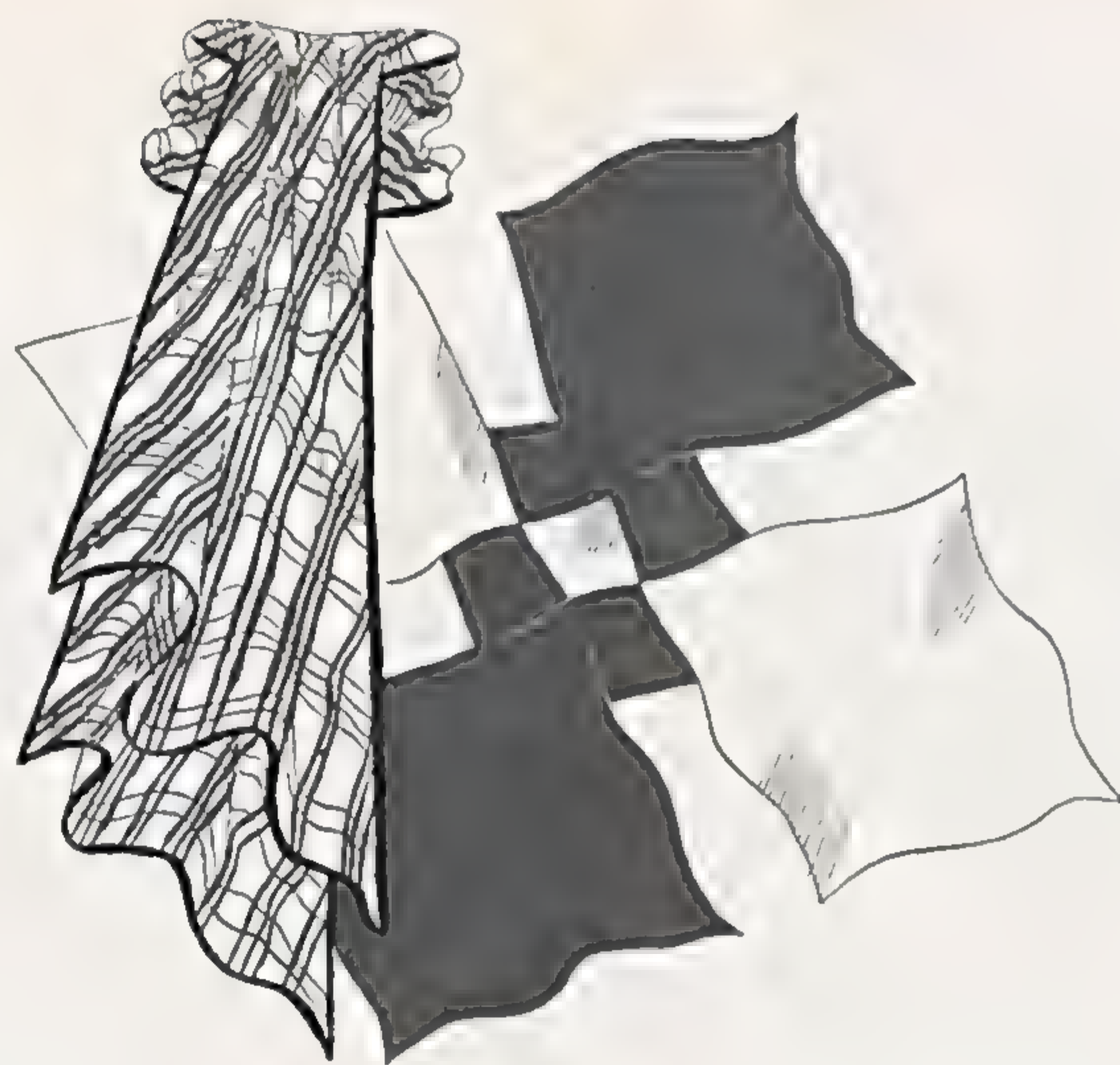
1. Madeleine de Rauch's black wool dress has a green lace-jersey blouse

2. Cécile Welly puts white breitschwantz fur on this rust coloured wool dress

3. Nadine Gregh's "Emeraude" is of green kashamoussah, a Rodier fabric

4. Nadine Gregh's "Scottish" is of brown woollen, trimmed with plaid velvet

5. Cécile Welly puts cuffs at the elbows of this brown wool dress, "Mauresque"



This brown-and-yellow plaid Rodier scarf is from Jay-Thorpe; less than \$13. The modern chiffon handkerchief is under \$7; Saks-Fifth Avenue

## VOGUE'S CHRISTMAS A. B. C.

(CONTINUED FROM PAGE 40)

all. Let us lead off by saying that Abercrombie and Fitch will be a great help to you in picking out any paraphernalia, as the salesmen will tell you what's what. While you are there, go and be shown the electric worm-digger, which Shop-hound nominates to the Modern Wonders of the World. It's a strip of iron; you stick it in the earth, turn on the electric current, and all the worms jump up out of the earth. Fancy. It's less than \$2. Another nifty present for people who are *toqués* about staying outdoors is a lighter that consists of a charred wick which you touch with a lighted match and which remains lighted until you rub it out. It costs considerably less than a dollar.

We must not forget that other feature of a sportsman's life, the Jest and Jocundities of the evening. Contributions to all this Jollity would be a three-bottle flask case of cow-hide, with flasks of Britannia metal. The price is somewhat around \$50, at Abercrombie and Fitch's. Also a number of white enamelled signs like old barroom signs, to hang over the 1931 bar. I admired one bearing an admonition to refrain from Abusive Language. I would also suggest, now we are on the subject of the Sportsman, a movie camera with which he may take good, bad, or indifferent pictures of Wild Animals He Has Known; a stop-watch; a shooting-jacket; a turtle-necked sweater.

At Nat Lewis's, you will find a very horsey device with which to clip papers together on the sportsman's desk (if he has a desk. Or papers). It's a slab of Brazilian green onyx, and the clip itself is a smallish stirrup. This costs about \$10.

Now we are on the subject of men, the brutes, let us consider a few apt gifts for their coyer hours. Sulka has this situation well in hand. This shop has some bathrobes of linen lined with terry-cloth that are pretty nice and cost about \$75. Their newest robe for men is in three-quarters length, which they assert is much smarter than the old short smoking-jacket. There was one there made of printed velvet in colours that made it look a cross between a stained-glass window and an Oriental rug, lined with dark blue satin. It costs somewhere around \$250

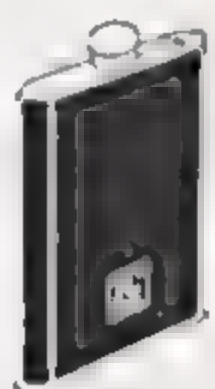
and should be an excellent present for your man, if he's the type—and if you love him enough. Last, Sulka's newest day mufflers for men are French knitted ones, very squishy and pleasant to grab, and they are real mufflers, not squares. You can get them in two tones of blue, brown, red, grey, and green, and they have narrow fringed edges and can be monogrammed. They cost under \$23.

KINSFOLK of yours that you aren't too crazy about and don't want to spend much on—there's a subject for you. I have here in my left pocket a number of nice inexpensive presents that will make the recipients think they cost an awful lot and that you are crazy about them. Well, at Jay-Thorpe's, there is a little brocaded vanity-case with a mirror and a lipstick, very neat and rich-looking and costing you but a paltry \$5 or so. Then, if you simply must do something about Aunt Anastasia who unfortunately can't be fooled with shoddy things, there is the brown-and-yellow Rodier plaid scarf you see at the top of this page. For Aunt Anastasia's daughter, whom you've never seen and haven't any idea about, there is a sweet little powder pouch at Bergdorf Goodman's, beaded in soft pearly pastel colours, and priced somewhere around \$3. Other nice, but inexpensive presents for the aforementioned Kinsfolk include some really good Ming ash-trays at Bergdorf Goodman's, which cost as little as \$5, and some tiny miniatures that are very quaint in an unsloppy way and also cost around \$5.

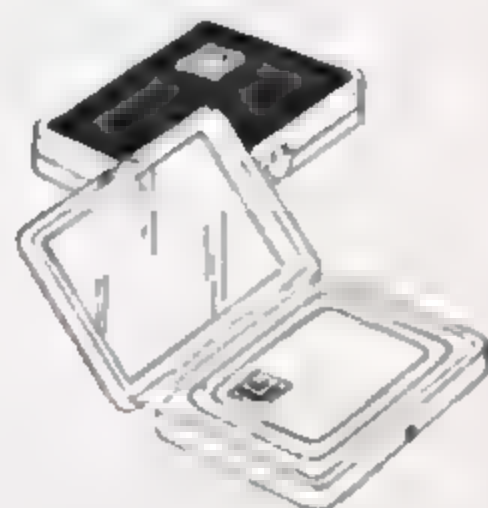
Speaking of inexpensive antiques, at Hollander's gift shop are some of the most charming I ever got a look at. For instance, a china dish with a cover made of all sorts of objects massed together in the good French way—a watch, a whip, a ring, a hunting-horn, a book, and a pistol, the whole being of old white china with the faintest traces of gilt. This costs less than \$8. Then, there are two evening bags priced around \$5, which I spotted for your assistance at Bonwit Teller's. One, a seed-pearl bag, is on a frame and is shaped into a pointed bottom, if you see what I mean. Second, a black velvet pouch, long and narrow and (Continued on page 114)



I have noted here some of my newer creations, which I trust may be yours to give—and to receive.



- Parfum Poudré—my Powdered Perfume is being much discussed everywhere. It affords the full fragrance of perfume in convenient powder form.



- Rouge Baguette will serve, perhaps, for that little *extra* gift. A diminutive compact—adorably small, admirably complete.



- Give Triangle Lipstick first to yourself. The pomade is indelible, soft, smooth-textured, fragrant. And the triangular shape assures a point or a flat edge... always.



- Petite Baguette is my newest compact. I believe you will admire its smartly simple lines and its artfully contrived interior. It tucks away in the smallest bag.

- Illustrated here is my 8 Point Bottle... a presentation flacon of glowing crystal, containing Parfum B.



PARFUMS

LUCIEN LELONG

P A R I S



# This Unique TEA CLOTH

will make  
a stunning  
Xmas Gift



As Illustrated  
TEA CLOTH  
42", with six napkins  
\$45.00

*[ Mail orders will  
receive prompt,  
careful attention ]*

## GRANDE MAISON de BLANC INC.

540 FIFTH AVENUE, NEW YORK

902 Michigan Ave. North, Chicago 2322 West 7th St., Los Angeles



## The Gift of France to American Women

Orchidew, the Heliotrope Facial Liquid Cleanser, has come to this country to give still greater charm to lovely American women.

Orchidew penetrates the pores deeply and floats away all dirt, and leaves the skin clean—surgically clean—smooth and radiant. It softens dry skin, removes all traces of make-up and greasy secretions which cause oily skin, it doubles as an astringent, makes

a wonderful powder base; powder stays on longer, and matches in fragrance the exquisite delicacy of its exotic namesake.

Orchidew is cleansing, freshening and beautifying. The smart shops of Fifth Avenue have carried it for several years, and soon it will be available in every section of the country. But not until you have tried it need you consider purchasing it. Simply send coupon for 10c test bottle—then decide.

### ORCHIDEW

Reg. U. S. Patent Office

THE HELIOTROPE FACIAL LIQUID CLEANSER

THE ORCHIDEW CORP., 22 W. 48th St., New York.  
For enclosed 10c send me test bottle of Orchidew.

Name..... Street.....  
City..... State.....

## VOGUE'S CHRISTMAS A. B. C.

(CONTINUED FROM PAGE 112)

nice to hold in the hand. A third, a slide-fastened pouch of rhinestones and lined with cream coloured satin, is under \$10. Then, don't let me forget the chiffon handkerchief illustrated at the top of page 112, which you can get in different appetizing colours.

LINGERIE Left-Overs that I didn't have room to get into the Friperies category: Hollander has a refreshing set of panties and brassière made of pink dimity dotted with pink and blue, which were made in France, and cost under \$19. Also, a white satin bed jacket that is neither clumsy, fluffy, nor old-ladyish. It is absolutely, but utterly, plain, quite short, and has its sleeves folded in pleats along the top of the arm. It's about \$45. Third, Hollander has a negligé made double-breasted, very Marlene Dietrich, of cross-barred pink satin. It's about \$125. Leron has huge chiffon handkerchiefs, which can serve as bed jackets, folded cornerwise and tied alluringly over the bosom, for under \$13. Also at Leron's, I noticed a pair of white sheer crêpe panties trimmed with appliqué that gave the effect of pink scrollwork along the edges. They're about \$35. Let me say a fleeting word of the Nat Lewis pyjama slippers I saw, very much cut out over the toes and heel and obtainable in gold with flame, green, or black. What is there better than a good pair of mules for Christmas—and for less than \$10.

MAGNIFICENT gestures have occasionally to be made, and around Christmas one feels a sort of sublimated form of the Lady Bountiful complex sweep over one. If you are feeling lavish, here are some suggestions for steam-letting-off. In the first place, the intangible, abstract presents: Season tickets to the Symphony are an excellent and well-tried method of spending money and becoming a benefactor. Then, you can give people cruises to places, and they are apt to like it, too, I'm told. Tennis lessons are another thing people love you a lot for giving them; or, as far as that goes, instruction in any of the more expensive and useless sports. (I don't mean that you give the lessons, I mean you pay the bills.) Also, if you are a young man (or not so young, what do I care), you will find your lady-friend feeling kindly towards you if you put in a standing order at the florist's for fresh gardenias every morning, or some such-like romantic arrangement.

NEARLY all Christmas-present giving is merest exhibitionism and consists in showing off what good taste you have. But, if you really and truly want to please somebody, there is nothing like a few pairs of good stockings to turn the trick. The information about what's what in the new stockings is mainly that they are darker—just a shade—than the stockings we wore last year. For this reason, it is important to have them in extremely sheer weights, or in fine, small mesh, because nothing in the world looks so awful as thickish dark silk stockings. Franklin Simon has particularly nice shades, among which are: Madeire (pale brown), Turf Tan, Duetone, Shadow (pale brown with a little grey in it), and Peter Pan, which is a dark gun-metal and extremely popular.

OUTDOOR girls are perfectly awful, I agree, but there they are, and something has to be done about them, especially when it appears that one of these outdoor girls is your sister or your cousin, to say nothing of your best friend. Good old Shop-hound has done some research into the problem and emerged with these solutions. Altman has a kind of Fire-stone Footwear that consists of short rubber high shoes that go on over slippers and make it possible to wander dryly through the snows. Even an orchidaceous lady might be able to use these, which are under \$3.

Then, Best has a stocking-cap of angora yarn and done up in cellophane, for under \$4. Best also has a short-sleeved sweater which is a copy of those the British ladies' tennis team wore over here, and one of these would make a swell present. This costs under \$11. At Hollander's are two scarfs of great interest to us. One is made of dark blue loose-woven wool, with bright stripes of orange and white running lengthwise through it, which is about \$13. The other, less than \$11, is a red silk mesh scarf, thick and squishy, like the ones men wear. It is made in other colours, too. Bonwit Teller has some grand mesh lisle stockings for the country. Abercrombie and Fitch has turtle-necked sweaters in women's sizes, in all sorts of bright colours.

PIANOS may seem like a pretty big present, but just think it over for a minute. A piano fulfils at least one of the supposed requirements for gifts, being something the recipient might not be apt to buy for himself. Also, it is the kind of present that you give your husband as a sort of back-handed way of giving it to yourself. Steinway has two brand-new models over which the establishment is bursting with pride. One is Queen Anne and would be something in a Victorian room, and the other is divine, strict Colonial. Both can be ordered in walnut, mahogany, or ebonized wood (the kind used on the concert stage, which looks very well in modern rooms). Speaking of gestures, wouldn't you like to be the author of a gesture like this—to give some one the piano she'd always pined for? Wouldn't you, huhh?

QUANTITIES of Christmas cards have to be considered around now, too. Whether you are one of them as sends cards to every Tom, Dick, and Harry or one of them as sends only a hand-picked half-dozen, you've got to pick out some cards, and I imagine that you're wondering where on earth to get them. The trouble with most cards is that they are either the old-fashioned variety with drawings of little snowy cottages or the new school with electric-blue trees and pink tinsel. And neither type do I admire. Well, to become more constructive, I would advise the following places: Saks-Fifth Avenue, which has a new department with lots of good cards; Cassegrain, on Fifth Avenue, which has French cards—very swell imported ones with the message in French, the perfect kind to send to people you want to impress; the Holliday Bookshop, which has particularly cheerful ones, with fat polar (Continued on page 116)





*For the Dining Room furnished in the Federal manner, or other late Colonial styles, "American Directoire" Sterling Tableware is a perfect accompaniment.*



## *Whispers to the Man-of-the-house*

SURELY, there is nothing that holds such a delightful and lasting appeal to a woman as lovely solid silver tableware. To her household it lends a sense of stability and well-being. It is one of the few things that pass on to future generations as a lasting symbol of one's family.

Today there is offered a truly remarkable opportunity to establish one's family silver service, for the phenomenal low cost of this precious metal has reduced prices of Sterling Tableware to the *lowest level in years!*

Never were patterns so beautiful . . . so superbly made . . . so thoughtfully designed. The AMERICAN DIRECTOIRE, newest of "TREASURE" patterns, is a most distinguished design of rare character and charm. Every hostess will love the suave, graceful curve of the handle . . . its slender, classic lines and chaste decoration. A pattern which will win even increased admiration as the years go by, for its design is soundly based on worthy traditional art.

What a glorious gift for *her* would be a service of AMERICAN DIRECTOIRE Sterling! Such joy and pride would it bring! . . . not only on this Christmas day but throughout all the years to come.

*The Jeweler you think of as always having the nicest things will show you the American Directoire pattern and would gladly assist you in the selection of a gift service. And if you desire, we will be glad to send you our complete catalogue and prices.*

ROGERS • LUNT & BOWLEN CO., SILVERSMITHS  
Member of the Sterling Silversmiths' Guild of America • GREENFIELD, MASS.



"Treasure" Solid Silver



STERLING 925/1000 FINE





# ASTOUNDING NEW METHOD DESTROYS SUPERFLUOUS HAIR



## GELEX Plastique

Spreads on cold . . .  
Dries to an elastic film  
. . . Film lifts off . . .  
OUT comes every hair  
right from the roots

Women everywhere are enthusiastic about this new, improved way of solving the age-old problem of superfluous hair.

Gelex Plastique is utterly different from all former methods—different in action, different in results. Gelex comes in a tube—a soft cream that spreads on the skin, and dries to an elastic film that embraces each hair. Then you simply lift off the film. OUT comes every hair—right from the roots.

So much easier, pleasanter and quicker than former methods of lifting out hair, and so much more efficient than surface removal. The hair does not grow back so quickly and it is definitely weaker. Continued use brings about permanent results—for when the hair follicle has eventually closed up, the hair can grow no more.

The Gelex booklet, giving full information, may be had at the department stores where Gelex Plastique is sold, or send direct to us.

GELEX, Inc., 11 West 42nd St.  
New York, N. Y.  
Please send me illustrated booklet giving all  
the facts on removing superfluous hair with  
Gelex Plastique.  
Name.....  
Address ..... 12-V

# VOGUE'S CHRISTMAS A. B. C. (CONTINUED FROM PAGE 114)

bears and insane sky-scrapers and pen-guins and dogs and other symbols of good cheer. The Literary Lobby is very good, with a line of five- and ten-cent cards that are not to be sniffed at, not to mention the cards for which you can pay more. Then, there is Chryson's, with lots of variety—old- and new-fashioned. Last, let me mention the Art Alliance of America, which has a lot of grand cards you won't find anywhere else. Mark you, my own idea of a good Christmas card is one you invent yourself, preferably omitting snap-shots of your offspring. But not everybody can get around to doing that, and usually, when you do get around to it, it's too late to have the thing reproduced. So you'd better make up your mind to buy them.

ROMANTIC Odds and Ends for Miscellaneous Souls seems to be the next heading on this interminable list of mine. To begin with, some very grand service plates that are to be found at Ovington's, made of platinum lustre china. There are finger-bowls and after-dinner coffee-cups to match. The plates have centres and rings in red, green, or black, and the cups and bowls are lined with these colours. The prices are approximately \$48 a dozen for the plates and finger-bowls and \$36 for the demi-tasse. Anybody with half an eye to table setting would be glad to get them. Next and entirely irrelevant, but also romantic, a Nat Lewis ensemble of bracelet, earrings, and clip made of ox-blood coral. The set costs under \$22, or each can be bought separately. A lot of intoxicating bracelets at that wonder-house, Long Sang Ti, are made of jade, or carnelian, or lapis lazuli, or coral, or topaz, any of them enough to make a woman feel like the favourite of the harem. Also, some magnificent, Chinese lamp bases that are vast hunks of carved amethyst or jade and would make pretty swell presents.

Pretty romantic, too, on the whole, is a metal strong-box, at the Dale Luggage Shop, which is for a lady's jewels and has a design of lace painted on it. It has one of those combination locks that are so frightfully safe, and costs around \$5. Bonwit Teller has an enamel envelope that looks like a real envelope, and opens like a real envelope, and contains powder and the rest of it, and it's practically \$3. Hollander's offers a number of tiny

French beaded purses in pastel and dark tones, costing under \$5. Also from Hollander's are enchanting necklaces made of tortoise-shell, dark and feathery-light, costing little or a terrific lot, beginning around \$5.

SERIOUS Drinking and Smoking go on to such an extent in this depraved age that you can't give too many accessories. To speak briefly, but succinctly, of a few, there is at Ovington's a very amusing red lacquer tray for glasses and a funny double basket to match to hold bottles. These are painted with old whisky labels and bars of music from "Sweet Adeline." The tray costs under \$4; the holder under \$8. And for the smoking people, there is a fitting gift, again at Ovington's, a table lighter made like an airplane. Any way, this lighter looks like an airplane, and you light it by twirling the propeller. It's all of chromium and about \$5. Also for Smokers is an ash-tray at Nat Lewis's, made of concoghilia shell. What is concoghilia shell? It's the stuff they make cameos out of. It's fished out of the waters of the East Indies, shipped thence to Italy, where the top part is used for cameos, and what's left makes the ash-trays. These are a knock-out for about \$1.

Before I forget about it, you can get those great chests for cigarettes, marked on top with the kind in each compartment, at—where do you think? Abercrombie and Fitch's; under \$8. Then, at Hermès, there is to be found a cigarette box, a really nice one, made of chromium and pigskin. It's a tricky box and has springs and things to press when you want to open it, which ought to fool the people that have been combining drinking with their smoking. This is about \$13. Returning in one fell swoop to Serious drinking and Abercrombie and Fitch, you can get a suède bag there that turns out a cocktail shaker, four cups, a fruit strainer, a bottle opener, and a corkscrew, in case you like to mix cocktails en route. This costs around about \$25 and is a swell present for anybody who has any loyalty about drinking.

TRICKY Pencils—two of them—is what I have to tell you about under this Tantalizing heading. One of them is at Brand Chatillon and is of silver, squared. On its four sides at the top are the four (Continued on page 118)

# PEARL-LOVERS

must see IT!

RICHELIEU PEARLS from \$500 up

Premier showing at the BETTER SHOPS

Recent discoveries now permit identical reproductions of fine oriental pearls. This marked advance in technical science makes all previous imitations ridiculous.

JOS. W. MEYER BROS. 300-310 AVE. NEW YORK

## The Penalty of GRAY HAIR

Gray hair—age—slipping. All these unpleasant ideas seem to go together. Yet, it is not at all necessary. Gray Hair often comes to a young head and people who have it are neither old nor incapable. But how often you hear people say, "Why, she has gray hair!" and—she is on the shelf.

This penalty need no longer handicap the woman who uses Canute Water. This is a clear, spring-like water, of wonderful properties which actually restore hair to its original girlhood color. No complicated "color plan"; no danger of getting brunette shade when your hair is blonde. Not only the one kind but the one bottle is enough. It really is surprising what successful, youthifying results it gives.

Apply Canute Water yourself, in the privacy of your own home. Many women in town are doing the same thing; they simply do not mention it. You need not mention it either. Just buy a bottle from any good druggist—and get rid of the "age penalty" in gray hair. Canute Water is so safe, so scientific and sure that your dealer knows it will satisfy you; if not, he will refund your money. Sold and recommended by leading drug and department stores everywhere—or write The Canute Co., Milwaukee, Wis.

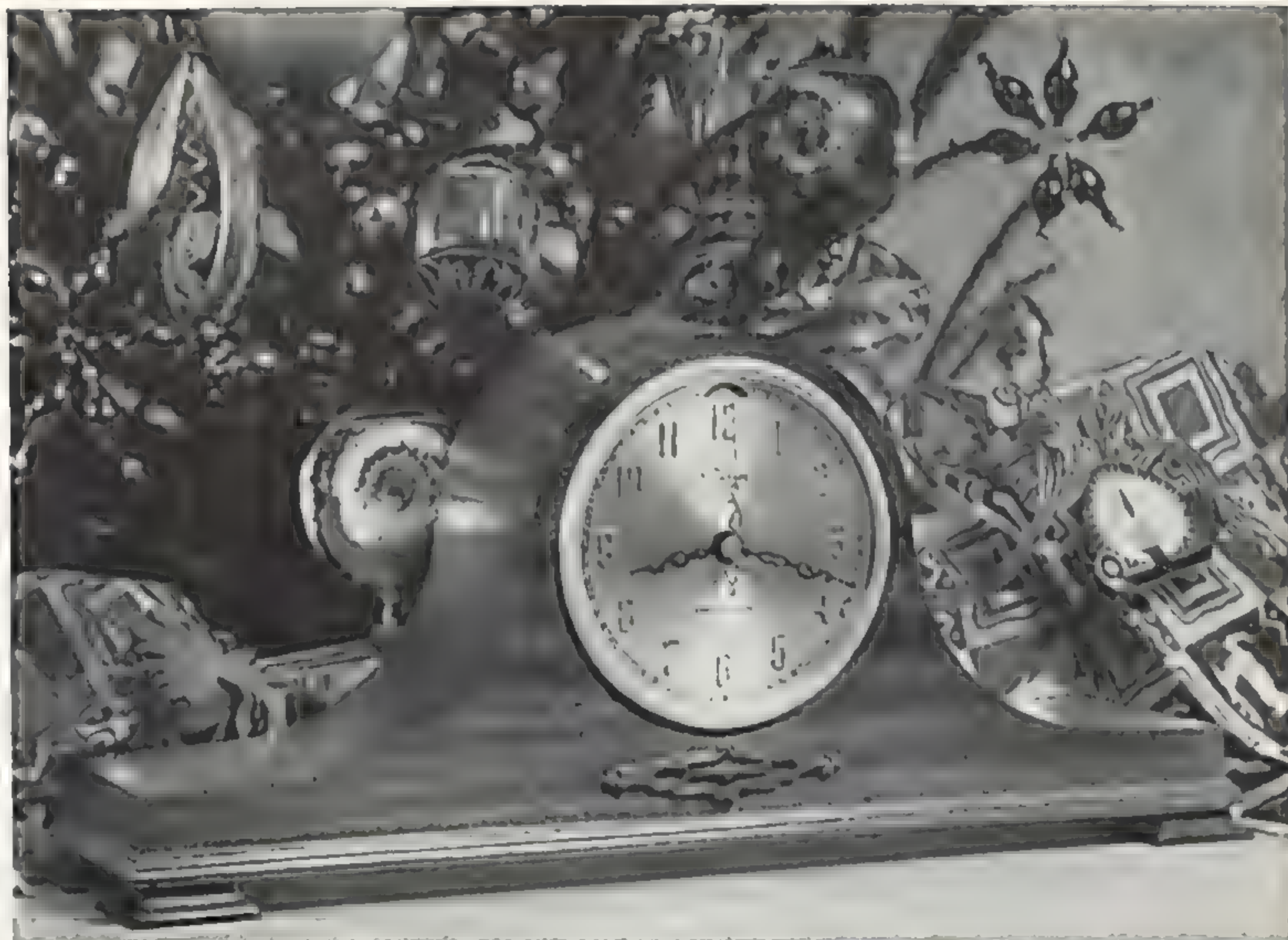
## Prices of Vogue Patterns

3221	. . . \$	.25	5844	. . .	.75
3222	. . .	.25	5845	. . .	.75
3223	. . .	.25	5846	. . .	.50
3224	. . .	.25	5847	. . .	.75
S3543	. . .	1.00	5848	. . .	.75
S3544	. . .	1.00	5849	. . .	.75
5841	. . .	.50	5850	. . .	.25
5842	. . .	.75	5851	. . .	.75
5843	. . .	.75	5852	. . .	.50





**TELALARM** has an electric alarm, lights its own face, and costs only \$9.95. Model 715 (same case, but without illumination) \$8.50.



**LOYAL**, a new Revere model in mahogany, costs \$22.75 with hour and half-hour strike, \$29.75 with mellow Westminster chimes!

## SIX ELOQUENT WAYS OF SAYING "Merry Christmas"



**BULLFINCH** has a mahogany case and the good ship "Old Ironsides" sails across its door. It is an authentic early-American banjo model, priced at \$19.75.



**SALISBURY** is a clever little clock for writing-desk or dressing-table. Cased in Honduras mahogany, with a satinwood panel, it stands 7 1/4 inches high and costs \$7.50.

A GIFT need not be frivolous to express the devotion of the giver, nor need it be severely practical. Telechron Clocks combine gift-grace and gift-sense! They give to the whole household . . . beauty and the serene satisfaction of correct time, day in, day out, year after year.

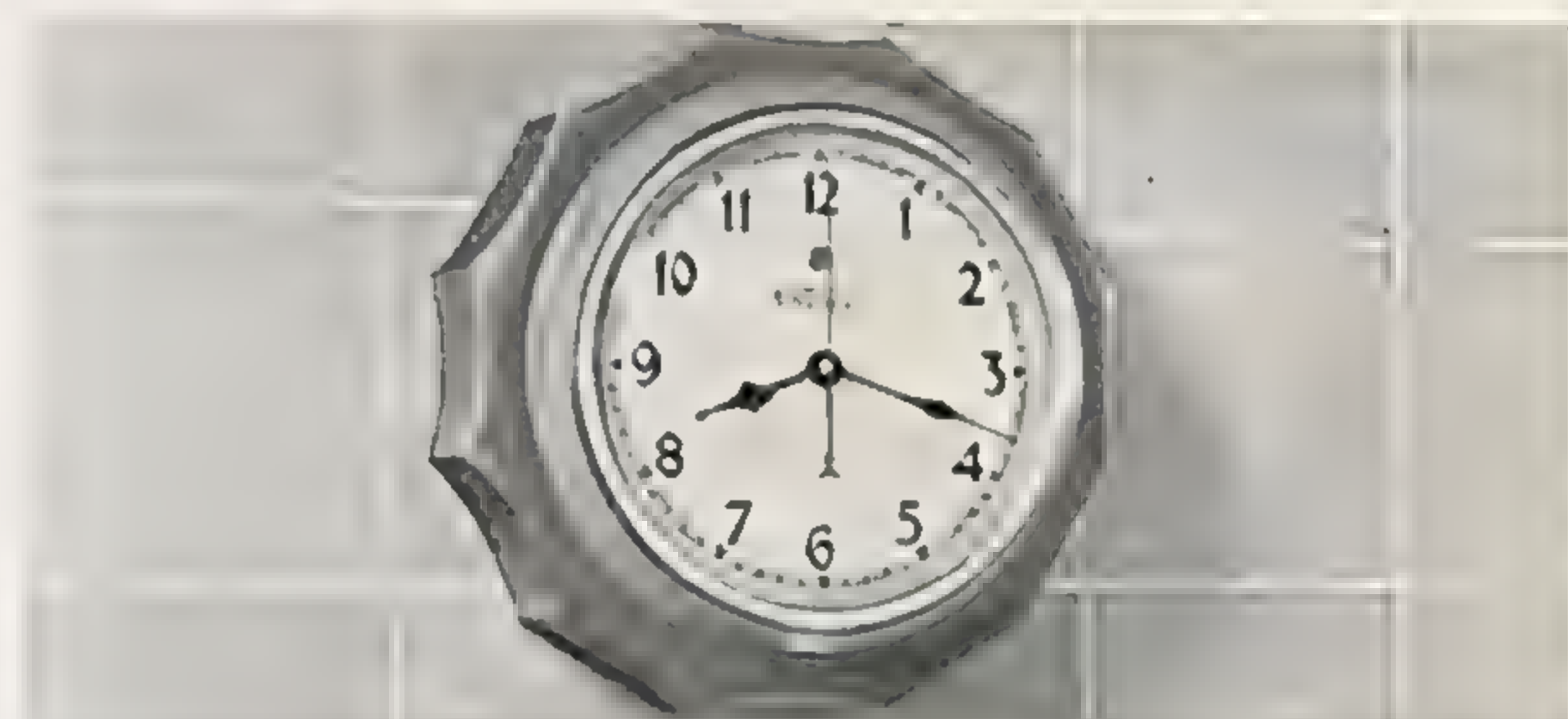
Telechron Clocks may be plugged into A. C. electric outlets in any room in the house. Their self-starting electric motors are designed to maintain precision with the aid of Telechron Master Clocks in power houses. They keep time silently and accurately, and they never need winding. There are models for mantel, wall and table. Prices range from \$7.50 to \$55. The Revere Clock Company manufactures strike and chime clocks equipped with Telechron motors and priced from \$22.75 to \$650.

The Telechron dealer near you is listed in the classified telephone directory. And a clever Santa Claus he is!

WARREN TELECHRON COMPANY, ASHLAND, MASS.  
THE REVERE CLOCK COMPANY, CINCINNATI, OHIO

# Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.



**HOSTESS** keeps kitchens pleasantly on time and adds a note of smartness too. Its molded case comes in a variety of colors—green, ivory, orange, blue, and yellow, as well as black and white. It costs only \$9.75.



**PLYMOUTH**, with Honduras mahogany case and delicately etched dial, is a superb example of Revere craftsmanship. Its chimes are Westminster. Its price is \$110.



## IT'S ON PAGE

## Automobiles

	PAGE
Auburn Auto .....	120
Buick Motor Car .....	Facing 24d
Cadillac Motor Car .....	Facing 96

## Cameras

Eastman Kodak .....	91
---------------------	----

## Cigarettes

Listerine Cigarettes .....	104
----------------------------	-----

## Corsets, Hosiery, Lingerie &amp; Accessories

Holeproof Hosiery .....	Facing 16
Universal Rayon Co. ....	110
Winship, Boit & Co. ....	104

## Fabrics

Forstmann Woolens .....	Facing 17
Wm. Openhym & Sons .....	100

## Hotels &amp; Travel

Bellevue Stratford .....	28
Clyde Mallory Lines .....	26
Cuban Nat'l Tourist Bureau .....	27
Cunard Line—Thos. Cook .....	26
French Line .....	24b
Furness Bermuda Line .....	Facing 25
Hotel Pierre .....	26
International Mercantile Marine .....	27
N. G. I. ....	28
Travel Directory .....	25
Tucson Sunshine Club .....	28
United Fruit Co. ....	26

## Household Supplies

Cannon Mills .....	Facing 104
Martex .....	Facing 97
Pacific Mills (Pamilla Cloth) .....	96
Utica Steam & Mohawk Valley Cotton Mills .....	119
Wamsutta Mills .....	Facing 1
Warren Telechron Clocks .....	117
F. A. Whitney .....	Facing 120

## Jewelry &amp; Silverware

Gorham Co. ....	107
Hamilton Watch Co. ....	97
International Silver Co. ....	111
Joseph H. Meyer Bros. ....	116
Reed & Barton .....	6
Rogers, Lunt & Bowlen .....	115
Sterling Silversmiths Guild .....	108-109
Tiffany & Co. ....	1
Virgin Diamond Syndicate .....	105
Watson Co. ....	34
Whiting & Davis .....	Back Cover

## Miscellaneous

Amity Leather Co. (Rofls) .....	18
Engraved Stationery Mfrs. Ass'n .....	28
Jacobs Bros. (Scales) .....	24c
Talon Fasteners .....	14-15

## Ready-to-Wear

	PAGE
Bradley Knitting Mills .....	16
Déjà Frocks .....	29
Wilkin-Malito .....	9

## Schools .....21-23

## Shoes &amp; Shoe Bags

M. N. Arnold .....	28
Daniel Green Company .....	90

## Shoppers' &amp; Buyers' Guide 24d

## Shops

Henri Bendel .....	5
Bergdorf Goodman .....	87
Bonwit Teller .....	2-3
Brock & Co. ....	30
Fortnum & Mason .....	30
French Bootery .....	31
Grande Maison de Blanc .....	114
Hermes of Paris .....	8
Jay-Thorp .....	19
Mario Jerez .....	30
Laurent .....	31
Maison de Linge .....	31
Mlle. Marie .....	31
Peck & Peck .....	13
Miss Penn .....	31
Porto Rico Store .....	31
Rena Rosenthal .....	31
Saks-Fifth Avenue .....	32
Shoecraft Shop .....	30
Franklin Simon .....	7
Stein & Blaine .....	98
Walk-Over Shoes .....	17

## Toiletries

Elizabeth Arden .....	99
Bost, Inc. ....	95
Canute Co. ....	116
Coty .....	10-11
Cutex .....	88-89
Du Pont Viscoloid .....	24a
Gelex .....	116
Guerlain .....	Facing 105
Houbigant .....	85
Kleënex Co. ....	93
Koremlu .....	110
Lucien Lelong .....	113
Lentheric .....	4
Listerine .....	83
Orchidew .....	114
Pepsodent Antiseptic .....	101
Pond's Tissues .....	84
Roger & Gallet .....	86
Velo-Derma .....	103
John H. Woodbury .....	81

## VOGUE'S CHRISTMAS A. B. C.

(CONTINUED FROM PAGE 116)

symbols of playing-cards—hearts, diamonds, clubs, and spades, this to give assistance to those who can't remember what's trumps. The final coup, though, is a small catch which releases a slide bearing the initials N. T., thus gilding the lily; it's about \$4. The other pencil, at Hammacher and Schlemmer, has a little tiny bit of a flash-light directly over the nib, for writing in the dark. Budding authors ought to like this present—under \$3.

UNCLASSIFIED Objects that don't seem to fit any category at all, but are none the less fine presents, keep presenting themselves to my attention. First, there thrusts itself into my mind a yellow-beige leather box, at Saks-Fifth Avenue, containing four rows of poker-chips and two packs of cards. The box fastens in the middle with a good safe catch, the same kind that old-fashioned fitted bags used to have. It's under \$43. Second and entirely irrelevantly, I can think of a good present for a man. It is a black bill fold with a facsimile of the man's own signature in gold fixed across the black leather—very smart and coming to about \$50. You get it from Stein and Blaine.

At Hermès, there is a blue leather bag which has a square watch as a clasp, covered by a gold shutter that moves open or closes over the watch-face, costing about \$225. Then, at Ovington's, there is a magnificent snakeskin backgammon-board which contains five other games, as well as backgammon—roulette, chess, dominoes, poker chips, and dice, and all for around \$50. Last and most unclassified of all, I would like to mention that people who have to wear glasses like nothing better than to get a good-looking frame for Christmas—because the things cost so much—and yet this isn't a present you'd be apt to think of. The newest and smartest invention in that line seems to be the frames called Ful-vue. The ear-supports are fastened to the glasses higher on the temples than before, thus not obstructing a side view. Another new thing about them is that they are made of a new type of gold (or can be) which is supposed to match your complexion.

VERY few people give sewing-cases any more, because they are looked upon as such an old-fashioned chestnut—nobody has any use for them nowadays, and so on. Well, let me speak my little piece, which is that I wish somebody would give me a smallish sewing kit for Christmas, because I never can possibly by any chance find a needle when I want one. And there are lots of people who feel the same way. The one I have my eye on is an arch-shaped case of cherry coloured leather, which holds practically everything in a small space, including darning cotton. It costs about \$6, at Bonwit Teller. *Vive* sewing-baskets as a Christmas present, anyway!

WHAT to Give Other People's Children is a big problem in this world. What you pick out to give your sister's children may be just what her child psychologist warned her against. My idea is that books are safe, because although the psychologists talk a lot about them, too, you yourself can generally tell whether it's apt to

find favour in scientific eyes. Three books I want to mention as grand presents for children are: first, *Peter and Peggy, What They Did All Day*, published by Farrar and Rinehart. The pictures were taken and the text written by Lena Towsley, and it's a very unusual and very swell book. Next, *A Little White Bear Who Didn't Want To Go To Bed*, by Dorothy Sherill and published by Farrar and Rinehart, is a grand book for babies, very soothing and bedtime, with heart-rending illustrations of small, fat white bears. The third is *The Pilgrims' Party—A Really Truly Story*, by Sadybeth and Anson Lowitz and published by Richard R. Smith. It's fairy-story history. They put only a few lines of text on each page, and Anson Lowitz filled up the rest with nice big pictures.

X, Y, and Z must stand for the unknown quantity which comes into every one's life at Christmas time—the fourth cousin in China or your own erstwhile best friend who has gone to live in Czechoslovakia, and grown fat. There are a number of good safe presents to try when giving is a gamble. First of all, I would repeat purses, for no woman on earth can get along without them. Look at the suède bags at Bergdorf Goodman's, which have marcasite clips. A less expensive, but nice bag is an antelope one at Jay-Thorp's, which has an ornamental bar across the top made of crystal. An evening bag that ought to enchant anybody is the envelope of peau d'ange at Best's, which has an ornament of pink and blue stones, the purse itself being in the palest shell-pink, good enough to eat.

At Ovington's is an écrasé writing-case that would make a good present to any one you know who travels a lot. The one I am thinking of is square, unbelievably flat, and fastens with a Talon fastener; it's about \$5. To return to bags, a travelling lady is sure to like one of those purses that hold an umbrella, and, at the Dale Luggage Shop, there is one of these, of brown morocco, with a ten-inch umbrella thrust through it, which telescopes to standard umbrella length—about \$20. At the same place, there is a grand all-in-one bill fold for women, made by Godfrey, which includes a coin purse, bill pocket, cigarette-case, detachable key-ring case, pencil, and shopping pad—all in an ordinary size bill fold and extremely good-looking. You can get it in all colours of morocco leather for about \$5.

Gloves are another good present to give a woman whose tastes you don't know, especially if you can get hold of her hand-size. She might like an Alexander glove, which is made absolutely without seams and can be found at Lord and Taylor in white and colours. Then, there is a fabric mousquetaire glove with one pearl button, also from Lord and Taylor. And, last, there is a pair of very short one-button brown suède day gloves that I should think any woman in the world would like. You can get them from McCreery. And now, let me crawl off into a hole and celebrate my own Christmas, chewing a nice inanimate bone.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index



# NEW LUXURY IN BED LINEN



USTROUS

to the eye—luxurious to the touch—  
Utica Percale sheets have created a  
new standard of quality in fine bed  
linen. They have the feel of silk and  
the strength of linen.

Ask for Utica Percale sheets and  
pillow cases at your favorite depart-  
ment store, or if they have not yet  
stocked them, write direct.

Utica Steam and Mohawk Valley  
Cotton Mills, Utica, New York.



**UTICA**  
*percale sheets*

LOOK FOR THIS LABEL—A  
IN SHEETS AND



GUARANTEE OF PERFECTION  
PILLOW CASES





5-PASSENGER SEDAN



7-PASSENGER SEDAN



2-DOOR BROUGHAM

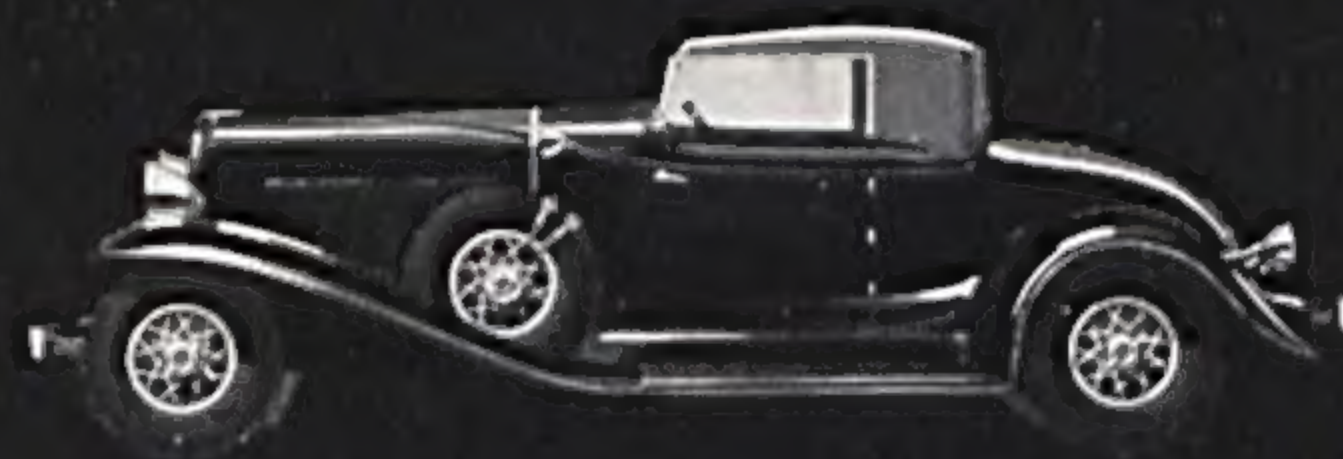
THE year 1931 has witnessed a re-valuation of essentials. It is significant that in this period when buying scrutiny is most emphasized Auburn's sales show a remarkable increase. Five new Straight Eight models, with advantages obtainable in no other cars, constitute Auburn's latest effort to meet the public's need of today. The fact that Auburn's sales, so far this year, are about 20,000 cars more than for all last year, speaks for itself.

# AUBURN

POWERED BY LYCOMING



CONVERTIBLE PHAETON SEDAN



CONVERTIBLE CABRIOLET

Silent-Constant Mesh in Standard Models. All Custom Models include Free Wheeling.

Custom models 8-98A

5-passenger, 2-door Brougham . . . \$1145	4-door Full Sedan . . . \$1195
Business Man's Coupe . . . 1195	Convertible Phaeton Sedan . . . 1345
Convertible Cabriolet . . . 1245	7-passenger Sedan . . . 1395

Standard models 8-98

5-passenger, 2-door Brougham . . . \$ 945	Convertible Phaeton Sedan . . . \$1145
4-door Full Sedan . . . 995	Business Man's Coupe . . . 995
Convertible Cabriolet . . . 1045	7-passenger Sedan . . . 1195

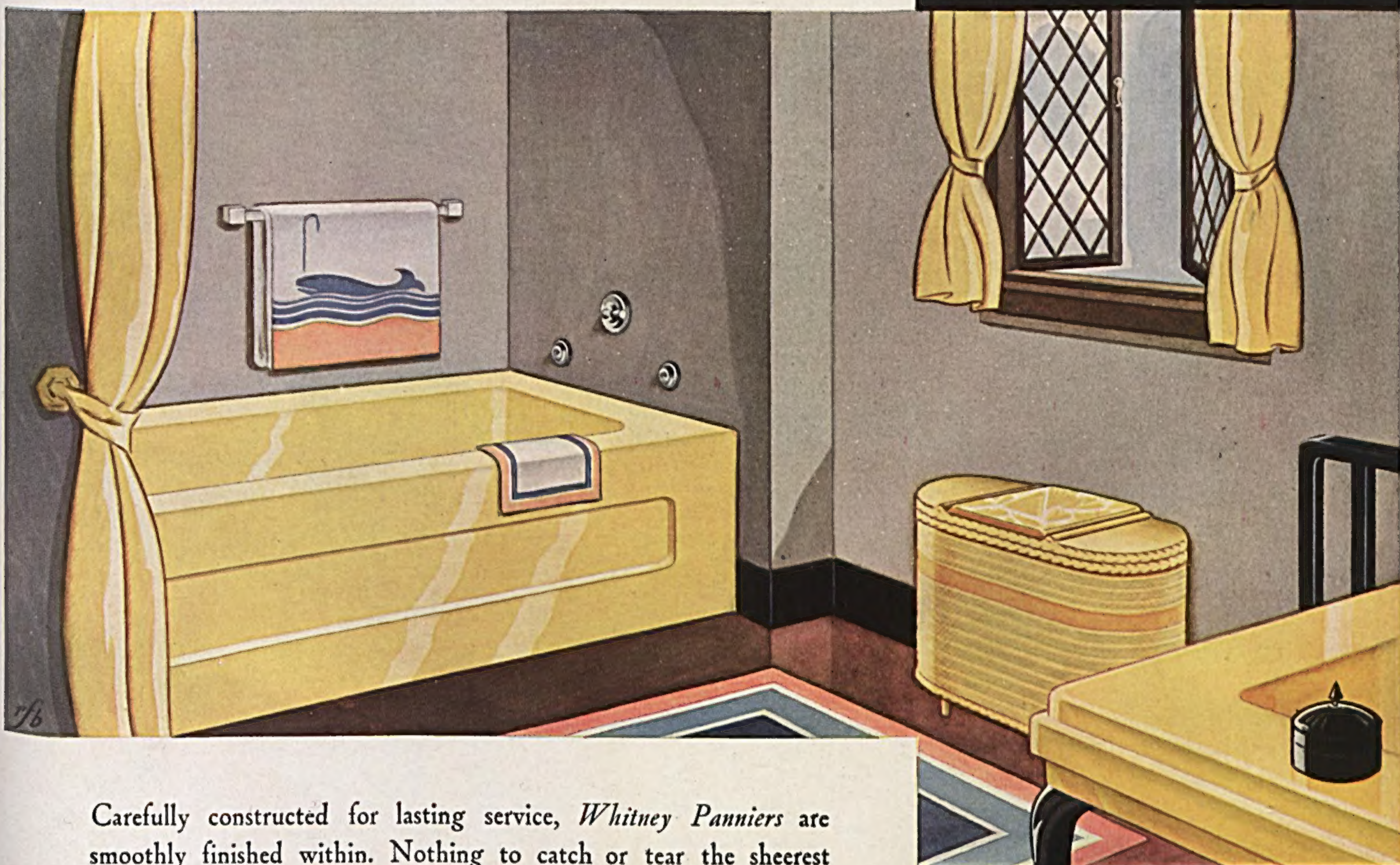
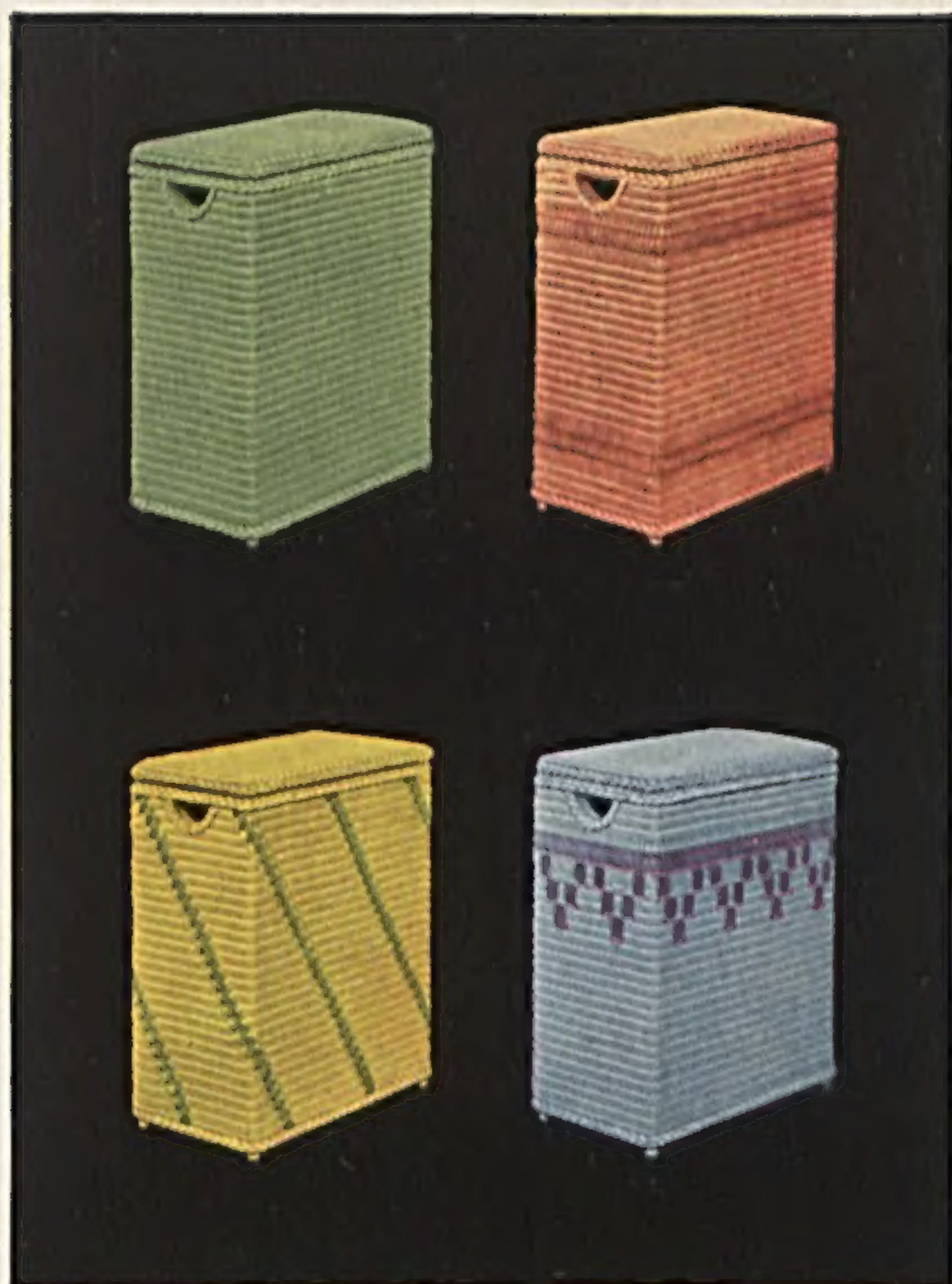
All prices f.o.b. factory. Equipment other than standard, and wire wheels, at extra cost. AUBURN AUTOMOBILE CO., AUBURN, INDIANA. Prices subject to change without notice.



# SHE WILL APPRECIATE ANY GIFT FROM YOU *but*

she will adore a Pannier. Only a woman can know that longing for beautiful things in the home.

How she will revel in the luxury of its color! Blue, green, old rose, orchid, yellow, peach or ecru — just the right tone to blend in perfect harmony with the color motif of her bath ensemble. And how she will enjoy its comfort and convenience! Every day she will need it for so many different things.

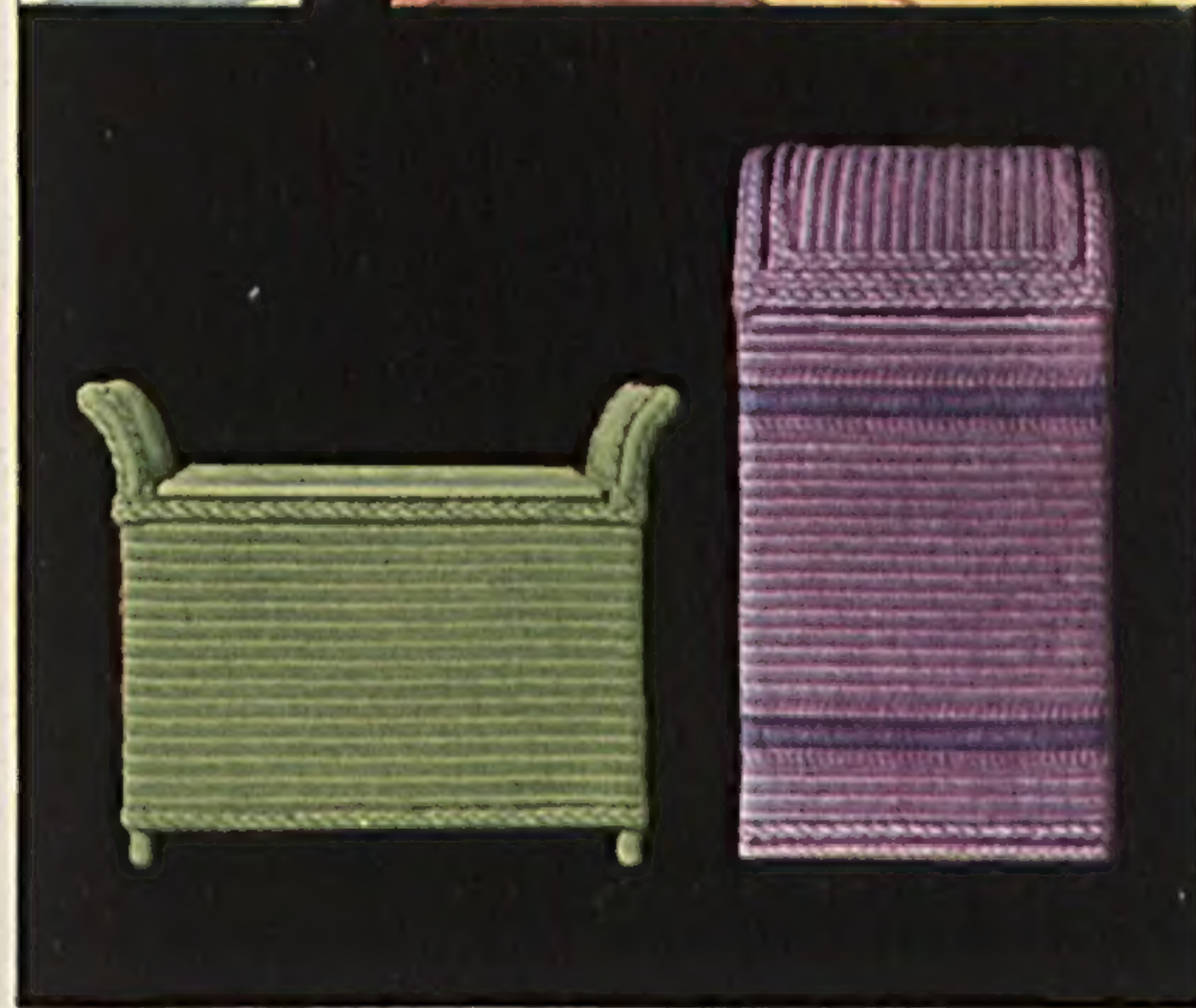


Carefully constructed for lasting service, *Whitney Panniers* are smoothly finished within. Nothing to catch or tear the sheerest fabric. See them at the smart department and furniture stores in all the larger cities.

## *The* PANNIER *A smart clothes hamper*

F. A. WHITNEY CARRIAGE CO., LEOMINSTER, MASS.

*Makers of the famous Whitney Baby Carriages*





**Hand in Hand with Fashion**



Now, though the mode has swung back to the Victorian, though hats tilt blithely and bustles bloom again, mesh bags are finding warmer favor than ever in the world of fashion. Especially these precious-looking bags of old gold mesh and the other new Whiting & Davis models which show such rare originality of color, design and jeweler-craftsmanship! They meet the one vital rule by which each gift must be judged . . . don't give it away unless you're dying to keep it yourself. Compromise by giving these bags . . . and getting another one for yourself. The better jewelers and jewelry departments throughout the country sell them at a wide range of prices. See them to realize how modern, how *chic* mesh bags can be.

**WHITING & DAVIS COMPANY**—*World's Largest Manufacturers of Mesh Bags.* Plainville (Norfolk County) Mass.  
In Canada: Sherbrooke, Quebec



Look for this trade-mark stamped on the frame of every genuine Whiting & Davis Bag. It stands for over 50 years of creative craftsmanship.



*Afternoon frock  
an original  
French design.*



*Evening Gown  
a Paris new model.*

**Whiting & Davis mesh bags**

85